Use this checklist to help guide your webinar planning.

SELECT YOUR CONTENT
☐ Identify your target audience. Will this apply to one region or constituency, or could others benefit from the content?
☐ Choose a specific topic that will inform your target audience.
☐ Ensure you offer topics that are industry relevant and most importantly, educational. Avoid sales pitches.
☐ Determine course level and desired learning outcomes.
☐ Find sources of content and/or authority of information.
☐ Determine the type of presentation, i.e. case study, how-to, panel discussion, single presenter, etc.
☐ Plan for 30-40 minutes of content.
☐ Develop a description and working title.

IDENTIFY YOUR SPEAKER
☐ Select a credible, well-known industry expert.
☐ Choose a dynamic speaker to inspire and engage the audience.
☐ Identify a speaker comfortable using a web-based presentation tool.
☐ Determine the language in which the webinar will be delivered.
☐ A panel lineup should not exceed 4 people, including the moderator.
☐ Assign a moderator to introduce the speaker(s) and facilitate Q&A.
☐ Request all speakers review and sign the IAAPA standard speaker agreement.

PICK A DATE AND TIME
☐ Consider the season so your target audience can attend.
☐ Take time zones into account.
  • Webinars are best attended between 10 a.m. and 12 p.m. PST (1 p.m. and 3 p.m. EST)
☐ Plan to broadcast on Tuesday, Wednesday or Thursday.
☐ Broadcast requires a 90-minute commitment from all speakers and moderator.
☐ Rehearsal requires a 60-minute commitment from all speakers and moderator.

PREPARE
☐ Conduct two visioning sessions with all parties involved (committee member, moderator, speaker, etc.).
  • First session should include content overview.
  • Second session should include review of presentation ahead of the rehearsal.
☐ Submit the webinar proposal form by the required deadline.
  • Promotion in Funworld requires information be submitted 90-days in advance.
  • Event creation and marketing requires information be submitted at least 60-days in advance.
☐ Ensure the Powerpoint or other webinar visuals are of good quality, engaging and educational.
☐ Provide a consolidated presentation ahead of the rehearsal date.
☐ All speakers and moderator should be equipped with a quiet space, computer, internet connection, headset, and webcam (if applicable) for both the rehearsal and the broadcast.
☐ Information not submitted timely will result in the webinar being rescheduled.
### TOPICS AND CONTENT

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<th>Games and Merchandise</th>
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### WEBINAR TIMELINE

- **90 Days**
  1. Visioning Session #1
  2. Speaker Selection
  3. Submit Webinar Proposal
  4. IAAPA Confirms Dates

- **60 Days**
  1. Prepare Presentation
  2. Provide Final Details to IAAPA
  3. Marketing Begins
  4. Registration Opens

- **30 Days**
  1. Visioning Session #2
  2. Marketing Continues (Emails, Funworld, Member Newsletter, Social Media)
  3. Submit Presentation
  4. Webinar Rehearsal