

IAAPA WEBINAR PLANNING GUIDE

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.

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Other useful information to assist with your webinar planning.

TOPICS AND CONTENT

Entertainment	Facility Operations	Food and Beverage	Games and Merchandise	Finance & IT	Human Resources	Marketing, Public Relations, and Sales
Entertainment and Special Events	Emergency Preparedness	Catering and Group Sales	Merchandise, Retail Management, and Games	Budgets and Business Plans	Human Resources Legal Issues	Advertising
Entertainment Sustainability	Employee Safety	Food and Beverage		Capital Budget Management	Performance Management and Supervision	Branding
Exhibit Education	Guest Services and Hospitality	Food Safety		Cash Handling and Credit Management	Recruiting and Staffing	Communications
Facility and Show Experience	Incident Management			Financial Metrics	Staff Engagement	Consumer Research and Competition Analysis
Operations Metrics	Ride, Attraction, Show, and Facility			In-House Research and Development	Training and Development	Online Marketing
	Risk Management			Operating Budget and Pricing		Products, Development, Promotions, and Targets and
	Security					
	Special Populations					
	Ticketing and Admissions					

WEBINAR TIMELINE



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

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

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