

Webinar Producer

Complete Webinar Project – 5 hours

Typically this package is for those with little time or experience managing the webinar.

Webinar project includes;

1. **Discussion** with Webinar Sponsor(s); initial discussion on webinar goals, requirements, best practices, and webinar abstract.
2. Suggestion of **webinar platform**, and fees involved.
3. Overall webinar set up for branding – logo, contact details, and some colouring can be included in the webinar program (registration, and confirmation/reminder emails).
4. **Webinar set up** – creating webinar registration in the webinar platform, creating content for an eblast, and one social media post. (Your marketing team would be responsible for marketing event).
5. **Registration set up** – defining registration questions, automatic emails, and uploading to webinar registration.
6. **Practise webinar / Dry Run** – typically a practise webinar will take 45 minutes, however, if Speakers are new to webinars this may require an hour. The practice session confirms computer and audio capabilities, goes over the flow of the session, how to advance slides, switch presenters, the agenda, and how to see and respond to questions.
7. **Live webinar** – 1.5 hours – includes a 30-minute warm-up session and the live 1-hour webinar. My role during the webinar is to be the administrator and troubleshoot any problems with Speakers or attendees. I can also act as Moderator / Host. I will also record the webinar.
8. **Reporting and Archiving** – Send the recording and export the webinar registration/attendee reports. Another option is to upload the archived webinar to Youtube and you can include that on your Website.

Fee for Complete Webinar Project - \$600.00 U.S.

Please note this does not include the Webinar platform fee, the client will need to purchase their own program and then I can run and make updates from it.

Webinar Platform pricing (approx.)

- One-month webinar program on [GotoWebinar](https://www.goto.com/pricing/webinar) for up to 500 live attendees is \$159 per month.
- One-month webinar program on Zoom for up to 500 live attendees is \$270 plus taxes.

<https://www.goto.com/pricing/webinar>

<https://zoom.us/pricing>