American Meetings, Inc.

Top Five
Post-Webinar Best Practices

The Five Most Important Things To Consider After
Executing a Successful Webinar

1 Engage Your Audience Afterwards

- Send a Quick "Thank You" Email
- Send a Recap and Slide Deck
- Survey Your Audience
- Ask Audience to Offer Next Webinar Topic

2 Make Your Webinar Available On-Demand

- Quickly Archive Your Webinar Recording
- Publish Your On-Demand Webinar to the Portal
- Invite Attendees to Watch the On-Demand Webinar

3 Promote Your Webinar Using Multiple Methods

- Send Recap Email to Attendees Who Couldn't Attend
- Advertise Your On-Demand Webinar on Other Approved 3rd Party Sites
- Send Your Attendees a Link to Your On-Demand Webinar

4 Make the Most of Your On-Demand Webinar

- Create a Teaser Video Clip Introducing the Webinar
- Divide Your Content into Chapters of 2-3 Shorter Segments
- Develop a Series of Webinars Related to Same Topic

5 Document Your Webinar Process

- Streamline Your Webinar Production Process
- Plan a Series of Webinars in Advance
- Create Different Webinar Formats
- Track Your Webinar Results to Gauge Success

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For more information contact us at **virtual@americanmeetings.com**