

## Questions like these

To ensure your event runs smoothly please consider the following questions:

- Why are you hosting a webinar?
- What are your objectives?
- Have you checked that your event doesn't clash with anything else?
- What type of event is it – formal, informal, internal, external, information giving (no questions), information giving (questions), consultation/engagement, celebration, awards etc.?
- Who are your speakers?
- Who is your audience?
- How are you inviting people e.g. calendar invite or Eventbrite?
- How many people are you expecting?
- What level of audience interaction do you want? The option to allow people to speak, ask questions, chat, be visible on screen or have breakout sessions is available on different platforms
- Is there a budget? This could be for specific speakers, targeted promotion, additional licences etc.
- Have you considered timescales and created a plan? You may want to include videos / presentations / speakers / promotions / design / rehearsals / social media toolkits
- Have you considered how you will measure success?

These are just some of the high level questions it's worth asking so that you can achieve the best results.