Webinar Brief Template

Webinar Name: _____

Goal

Registrations _____

Attendees _____

Leads _____

Budget

$xxxx _____

KPI

CPR: _____

CPA _____
(attended):

Target audience

Who is your target audience?

_____

_____

Webinar planned date

_____

Dry runs dates

_____

Media + social campaign launch date for registrations

_____

Webinar theme

_____

_____

_____

Webinar description

_____

_____

_____

Webinar structure - 30 min webinar

_____

_____

_____

Q&A session

_____

_____

_____

Emails text - invitation, reminders and follow up

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_____

_____

Ad text messages

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_____

Tools

_____

_____

_____

_____

Leads process (tracking)

_____

_____

_____

_____

Key points

_____

_____

_____

_____

Owners

_____

_____

_____

_____