




WEBINAR BEST PRACTICES GUIDE

How To Maximize Engagement and Value
From Our Training Session Together

A background image showing a group of people in a meeting. On the left, a man in a yellow shirt is looking at a smartphone. In the center, a woman is holding a tablet. On the right, a woman with glasses is looking down. They are all seated at a wooden table with a laptop and coffee cups. The background is a white brick wall.

LAUNCH YOUR FARM

YOUR PATH TO WEBINAR SUCCESS

Welcome to our Webinar Best Practices Guide! We're excited to partner with you for a valuable training experience. This guide will help you and your team maximize the benefits of our upcoming webinar with clear, step-by-step instructions for a smooth and successful event.

From effective promotion to seamless day-of execution and thoughtful follow-up, we've covered all the essential elements to ensure a memorable and impactful webinar. Let's work together to create an engaging and enriching experience for everyone involved.

The Process

3 Simple Steps to Maximize Training Engagement and Value

1

**Pre-Launch
Promotion**

2

**Event Day
Activities**

3

**Post-Event
Engagement**

1

Strategies to generate excitement and maximize attendance before the webinar

2

Important steps to ensure a seamless and impactful webinar experience for your team

3

Techniques to engage your agents and solidify connections after the webinar

DONE!

STEP 1:

PRE-LAUNCH PROMOTION

In the “**Pre-Launch Promotion**” phase, the goal is to generate awareness and excitement for your upcoming webinar. Announce it early to give your audience time to register. Use provided marketing materials for engaging content and drive sign-ups through personalized invitations, social media, and email campaigns. Strategic promotion ensures a high turnout and sets the stage for a successful event.



PHASE 1 - EARLY WEBINAR ANNOUNCEMENT:

The first phase is crucial for creating buzz and setting the tone for the entire training. Announcing the webinar early builds excitement and momentum.

Utilize the initial messages in the provided marketing materials to spread the word effectively. If you have your own announcement process, integrate it to maximize reach and impact.



PHASE 2 - LEVERAGE MARKETING MATERIALS:

With promotion underway, make use of our pre-created marketing materials to craft an effective plan.

Delivering a mix of content through emails, social media, and printed materials will generate the greatest response and keep agents excited.



PHASE 3 - DRIVE REGISTRATIONS:

Our team handles follow-up with registrants, so your main focus should be on encouraging agents to register. This ensures they receive all necessary resources and information to prepare for the webinar.

Our priority is to get agents registered, even if they can't attend live. Registered agents will receive a replay and all important updates.

STEP 2:

EVENT DAY ACTIVITIES

In the “**Event Day Activities**” phase, the focus is on ensuring a smooth and engaging experience. Begin with an early setup to test all equipment and address any technical issues. Send timely reminders to attendees to maximize participation. During the webinar, prioritize live engagement by interacting with participants, addressing questions, and keeping the session dynamic and interactive. These steps will create a seamless and impactful event for all attendees.



Phase 1 - Early Setup

Great news! You don't need to worry about the setup on the day of the webinar. We handle all the hosting, training, and tech.

Your only task is to promote the event, and we'll take care of everything else. It's that simple!

Phase 2: Attendee Reminders

On the day of the webinar, all we ask is that you send a friendly reminder to your agents.

Feel free to use the templates provided in the marketing materials section to make this as easy as possible. There are several templates to choose from, depending on the platforms you prefer. **It's that simple!**



Phase 3: Live Engagement

If you or any other leadership members plan to attend and would like to do an introduction, warm-up, or any other communication, please let us know in advance so we can prepare and account for it in our timing.

Having a leadership member engage in the live chat is extremely helpful for answering questions and encouraging agent participation. Additionally, active involvement in the Q&A can stimulate discussions and keep agents engaged. If you're up for it, **we'd love to have you on board!**

STEP 3:

POST-EVENT ENGAGEMENT

1) Send Your Thanks, Boost Your Impact: Within 24 hours, send a personalized thank you email or message to all attendees. Express your appreciation for their participation and highlight a specific moment or insight from the event. Keep it genuine and concise.

Write down 3 specific points from the event you can mention in your thank you email. Share your favorites and ask others to do the same!

2) Recap and Replay: Share the event recording within 48 hours. Include a brief recap and your takeaways. Encourage attendees to revisit the content and share it with colleagues. We'll be sending the replay to all those who registered, but you may choose to share the replay with all of your contacts, even if they didn't attend.

Create a list of 3-5 key moments in the event to highlight in your message along with the recording.

3) Feedback & Forward Momentum: Take a moment to reflect on the session. Consider what resonated most with yourself and your agents, what areas could be enhanced, and any new ideas you believe could elevate future sessions. Your insights are invaluable in helping us tailor our training to better meet your needs.

Jot down any feedback you have from our session below!

BONUS:

ADDITIONAL TIPS & SUGGESTIONS

To enhance your webinar experience, we've gathered a few quick tips. These strategies will boost engagement, drive participation, and ensure your team gets the most value from each session.



Boost Registrations: Encourage agents to register early. This increases commitment and allows us to tailor follow-up that drives more participation.

Stay Connected: Keep communication flowing consistently before, during, and after the webinar. Regular touchpoints keep attendees engaged and informed.

Make It Personal: Personalize emails & messages where possible. A little extra effort can make attendees feel valued and more likely to engage.

Office Viewing Party: Increase engagement by hosting a group viewing at your office. Bringing agents together creates energy and fosters team camaraderie.

Promote Active Participation: Encourage agents to ask questions and share thoughts during the webinar. This creates a dynamic experience and boosts learning.

Set Clear Expectations: Let agents know what to expect from the webinar and how it benefits them. Clear expectations lead to better engagement.

Webinar Prep

C H E C K L I S T

Follow these simple steps to ensure a smooth and successful webinar. From early promotion to post-event engagement, this checklist keeps you organized and on track. Let's work together to make your next webinar a win for your team!

- ☐ **Announce Early:** Start promoting the webinar as soon as possible. Use the provided marketing materials or your own channels to spread the word.
- ☐ **Drive Registrations:** Focus on getting agents registered. Even if they can't attend live, registered agents will receive the replay and key updates.
- ☐ **Maintain Consistent Communication:** Keep in touch with agents regularly before, during, and after the webinar. Use emails, social media, and reminders to keep them engaged.
- ☐ **Prepare for Event Day:** Confirm any leadership participation and review all equipment. Make sure everything is ready well before the webinar begins.
- ☐ **Send Event Day Reminders:** On the day of the webinar, send a friendly reminder to all registered agents using the templates provided.
- ☐ **Engage During the Webinar:** Actively participate during the webinar, encourage questions, and interact with attendees to keep the session dynamic.
- ☐ **Follow-Up with a Thank You Email:** Within 24 hours, send a personalized thank you email. Highlight specific moments or insights from the event.
- ☐ **Share the Recording:** Send the event recording within 48 hours along with a brief recap. Encourage agents to revisit the content.
- ☐ **Gather Feedback:** Ask for feedback from your team and leadership on what they liked and what could be improved for future sessions.
- ☐ **Keep the Momentum Going:** Enjoyed the session? Why not book another one or refer Ryan to another office or group? Let's keep the learning and growth rolling!