

Webinar Registration Landing Page

Branding and Webinar Details

- Landing page has clear branding with the logo and name of the organizer(s)
- Webinar is positioned as an educational session (e.g. workshop, training session, etc.)
- Webinar title clearly states a tangible benefit
- Webinar date and time are easily visible, and time zone(s) are included

Webinar Description

- Communicates why the webinar topic is important
- Includes 3-4 bullet points of key areas covered in the webinar
- Defines who would most benefit from the webinar

Webinar Registration Form

- Form is visible above the fold
- Form stays visible on desktop after scrolling
- Form has a clear headline, with optional count-down timer
- Form is short. Only necessary fields are included, plus one or two qualifying questions
- Form is optimized for mobile devices
- Form is personalized and known fields are pre-populated
- Form indicates that registrants who can't attend will receive a copy of the webinar recording and slides
- Form includes opt-in verbiage and a link to privacy policy

Speakers Information

- Each speaker has a headshot, name, title, and a brief bio

Social Proof

- Former attendee testimonial(s) are present
- List of customer logos are shown

Webinar Confirmation Page

- There's an "add-to-calendar" widget to allow registrants easily save the webinar details to their preferred calendars
- The page includes a video, or other valuable resources that can benefit the registrants
- There are multiple sharing buttons to let registrants share the webinar registration link with others