Webinars Preparation Check List

	Action	Time
Webinar Team	Selects the topic, Identifies the objectives, confirms the topic is within ICANN remit.	At least 5-6 weeks prior to webinar date
	Confirm date and time of the webinar	4 weeks prior to the webinar
	Ensure speakers have submitted the webinar description and objectives as well as the biography and head photos to staff	4-3 weeks prior to the webinar
	Confirm promotional Material sent by the social media team	3-2 weeks prior to the webinar
	Send promotional Material to staff to start advertising the webinar	3-2 weeks prior to the webinar
	Confirm receiving the communication information from the relevant social media co-chair – pre ICANN webinars	3-2 weeks prior to the webinar
	Coordinate practice sessions with speakers and staff if required	No later than 1 week prior to the webinar
	Confirm that staff has received the slide deck and quiz questions	3 working days prior to the webinar
Staff	Use the webinar's team invitation template to send an invitation letter to the speaker/s to formally confirm their availability and commitment to deliver the webinar.	5 weeks prior to the webinar
	Add topic to the webinar wiki page, with the confirmed date and time	4 weeks prior to the webinar
	Use the webinar's team confirmation template to send a follow-up email to the speaker/s. The follow-up email should include instructional content and a deadline for delivery, along with authorization to use 'head photos' and biography in all the webinars promotional materials. To send along with the confirmation letter best practice suggestions in relation to using the zoom video during the webinar. (In case the speaker/s wishes to use their video) Schedule a zoom practice session for the speaker if required.	Upon receive of speakers' confirmation – 4 weeks prior to the proposed date.

Staff	Send the received webinar description, objectives, biography and 'head photos' to the Social Media Team	3 weeks prior to the webinar
	Confirm that the slide deck and quiz questions have been received.	3 working-days prior to the webinar
	Start advertising the webinar using the material prepared by the social media team and confirmed by the webinar team	3-2 weeks prior to the webinar
	Confirm receiving the communication information from the social media co-chair = pre ICANN webinars	3-2 weeks prior to the webinar
Social Media Team	Start designing the promotional materials	3 weeks prior to the webinar
	Send promotional material to the webinar team for confirmation	3-2 weeks prior to the webinar
	Social Media co-chair – depending on the region – picks the appropriate communication & outreach strategies. That includes, corresponding 1) hashtags, 2) graphics for engagement, 3) At-Large pre-ICANN69 Webinar and communicates this information to the staff and webinar team.	3-2 weeks prior to the webinar