WFB LIVE DEMO CHECKLIST

WOOD FLOOR BUSINESS

SEND TO WFB ASAP:

❏ Your company logo (the higher resolution, the better)

❏ Image(s) you'd like us to incorporate into the landing page

❏ Title for your Live Demo

❏ Overview and learning objectives

❏ Speaker(s) headshot and bio

❏ "About the Sponsor" information (brief synopsis of your company)

❏ Polling Questions (optional)

SEND TO WFB AT LEAST ONE WEEK PRIOR TO LIVE DEMO DATE:

❏ One slide (Powerpoint, Google Slide, etc.):

    1) Introductory slide for live demo speaker(s)

❏ Three to five prepared questions for Q&A section of the session (in case none are submitted by attendees)

THE FORMAT

WFB Live is a live online event (using the ZOOM Webinar platform) with a focus on a product demonstration. Typically WFB Live follows this format:

1) WFB Editor Kim Wahlgren briefly introduces the topic and the speaker(s).

2) The speaker goes over a brief slide presentation (if desired).

3) The demo video is shown.

4) Kim Wahlgren moderates a live Q&A session.

Time limit: 1 hour

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MORE THAN 1 MONTH BEFORE THE WFB LIVE:

The sponsor and WFB staff have a call to determine the topic and products to be covered in the WFB Live and determine who will be participating as a speaker, who will be shown in the demo video, and who will answer the Q&As. During this call the WFB Live walk-through and actual event dates are confirmed.

1 MONTH BEFORE YOUR WFB LIVE EVENT:

WFB begins sending a series of registration emails; creates a series of social media posts on Facebook, Instagram and LinkedIn; and begins running E-News ads promoting the event. (This cannot begin until WFB has the materials in the "Send to WFB ASAP" checklist.)

The WFB Live sponsor begins sending emails to their own customer lists to help promote the WFB Live registration and sharing WFB posts promoting registration.

1 WEEK BEFORE YOUR WFB LIVE EVENT:

There will be a walk-through practice WFB Live with the WFB staff to familiarize the speakers with the ZOOM Webinar platform and practice transitioning from the intro to the slides to the video to the Q&A.

• Each speaker will receive an email with their own unique link to access the walk-through (links cannot be shared). This email will come from no-reply@zoom.us.

• ALL speakers must be present for the walk-through.

• Make sure all speakers are in the same location where they will be for the actual live recording to ensure we can troubleshoot technical/connectivity issues.

ON WFB LIVE ACTUAL DATE:

• All speakers should be online (using their own unique invite link for this event emailed to them from no-reply@zoom.us) ONE HOUR prior to the start time to review the walk-through and ensure all technology is working as it should.

• Some notes while recording:

   - If speakers aren't speaking, they should MUTE their audio in the ZOOM Webinar platform.

   - If speakers are on a laptop, make sure it is plugged in.

   - Speakers should turn off notifications on their phones and laptops.

   - Speakers should not type on their keyboards (this will be audible to viewers).

AFTER THE WFB LIVE DEMO:

• Recorded demo is emailed to the sponsor and posted on the WFB website.

• WFB sends an email with the recorded demo to all registrants.

• Live Demo analytics and attendee list is provided to the sponsor.

OTHER TIPS:

• Make sure the Powerpoint presentation (if any) is relatively short—dedicate more time to the demo portion.

• It's most effective when viewers get the impression that the demo portion of the video is live (even though it must be recorded ahead of time). To do so, it's important that the video be shot in one take, with no edits made to the video, and the speaker in the demo video should wear the same shirt for the WFB Live as they are wearing in the video.

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BENCHMARKS:

38% of registrations happen 1-7 days before a Live Demo

45 days is the average promotion time of a Live Demo

WED is the most popular day for Live Demos

43% are hosted between 11AM and 1PM Eastern Time.

TUES Tuesday is the best day to send promotional emails

Only 31% use live polls during a Live Demo, but this is the best strategy to drive engagement

Educational, training, and certification content drive attendance the most.

SEE THE REPORT
webinar.net