

FUTUROOT

Playbook: Live Webinars

A guide to drive registrations and create a pipeline of post-event nurture opportunities.



Playbook: Live Webinar

Unlike executive roundtables, webinars aim to maximise registrations and attract a broader audience while maintaining engagement throughout the campaign. A well-planned webinar campaign drives registrations, improves attendance on the day, and creates a pipeline of post-event nurture opportunities.

Focus every message on the value attendees will gain rather than the product being demonstrated - educational webinars consistently outperform product-focused invitations.

As with Roundtables, create a landing page detailing the webinar topic, who speakers are and their credentials, what will be discussed and who should attend and why.

For signups, like Roundtables, the most effective route is personal email from key stakeholders to clients – existing and prospective. For Live webinars, it may also be necessary to hire a 3rd party event sign up agency like XXX

In addition, launch the following organic campaign

1. Pre-webinar email & LinkedIn campaign

Timing	Topic / Channel	Audience	Content
6-8 weeks before	Webinar launch (email and LinkedIn)	Full target segment	Topic, the business challenge being addressed, clear registration link
2-3 weeks before	Reminder (email & LinkedIn)	Non-registrants	Key discussion topics, featured speakers, practical takeaways, live Q&A, registration closing date - a new reason to attend, not a repeat of email 1
2-3 days before	Attendee confirmation (email) Final push for signups (LinkedIn)	Registered attendees	Date and time, joining link, calendar invite, speaker introductions, agenda, technical requirements, contact for assistance
1-2 hours before	Final reminder (email)	Registered attendees	Brief: joining link, start time, speaker names - significantly improves attendance

As with roundtables, track registrations, clickers, openers and non-engagers after each send, and supplement email with personal outreach for high-value prospects - LinkedIn, email or phone. Partner sales teams should personally invite customers who would benefit. Where a relationship supports it, WhatsApp or direct messages work well, provided they are personalised and relevant.

We recommend using GO Webinar as the platform. FUTUROOT has an account. Please check with your FR client executive to use this.

2. Rehearsal & Final Checks (5–2 days before)

- Agree agenda & flow 3-4 weeks before. Plan at least 2 meetings with key stakeholders to align
- Brief speakers on Questions directed to them. Have them create their response in bullet points or prose as they prefer.
- Run 1–2 rehearsals covering opening remarks, discussion flow, speaker transitions, and timing.

3. Webinar Day

- Final logistics: Arrive on the platform at least 30 min before start time and 1 last mini rehearsal for tech check.
- Importantly, assign 1 team member to capture themes, questions and standout quotes as you go - they become the raw material for the post-event campaign.

4. Post-webinar campaign

- Within 24 hours - Thank You & Resources to attendees: recording, slides, supporting resources, speaker contacts, and a call-to-action for a follow-up discussion or demo. Create / update webinar content on the webpage.
- 2–3 days later - Key Learnings Roundup: 4–5 takeaways, common audience questions, additional resources, related FUTUROOT content. Use the roundup templates in Section 6.5.
- Registered no-shows - send the recording with a short summary of what they missed.
- Cut shorter videos from the long webinar recording and use in a multi channel campaign across CRM and linkedin. Ask key FR team to amplify posts with comments
- Wider CRM - share the insights beyond the attendee list using the CRM insights template (Section 6.5.2).