

Webinar Planning Template

Audience research	
Demographics	
Psychographics	
Pain points	

Webinar topic	
How it addresses the audience pain points:	

Webinar access details	
Live vs Pre recorded	
Date it will air, or dates it will be available	
Paid vs free	
Attendee limit if any	

Structure	
Type of webinar	
Outline of Major points in webinar	
Speakers	
Rehearsal times/dates	
Webinar live presentation OR recording date	