# **Webinar Content and Strategy Brief**

## **2024 B2B Content Trends**

**Webinar Overview**

|  |  |
| --- | --- |
| Webinar title |  |
| Webinar function  *Brand, demand generation, content, product, customer, co-marketing* |  |
| Webinar type  *Live, simu-live, on-demand* |  |
| Date, time, and duration |  |
| Overview  *What is this asset about?* |  |
| Goals and objectives  *What are the desired outcomes we want to achieve?* |  |
| KPIs  *What are the measures of success we want to achieve?* | **Quantitative KPIs**  **Metrics** |
| Approach  *What will we do to achieve our goals?* |  |

**Target Audience**

|  |  |
| --- | --- |
| Job function/area |  |
| Job level/title |  |
| Industries/verticals |  |
| Additional details |  |

Webinar Messaging

|  |  |
| --- | --- |
| Speakers | Name, Designation, Company Name |
| The context/problem(s) this webinar will address |  |
| (3) reasons someone would attend |  |
| (3) key takeaways or learnings someone will walk away with |  |
| (3) ways the content of this webinar ties back to NetLine’s value prop |  |
| Actions/behaviors/thoughts we want this campaign to inspire or activate  *A-ha moments, reflections/ assessments, desired next steps we want our audience to take, etc.* |  |

**Webinar Title and Abstract**

|  |  |
| --- | --- |
| Webinar title |  |
| Webinar speakers |  |
| Webinar abstract |  |

**Webinar Outline**

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| --- | --- |
| Webinar outline | **Introduction (5 mins)**   * Welcome * Speaker introductions   **Main topic (10 mins)**  **Deep dive and Discussion (25 mins)**  **Key takeaways and wrap-up (6 mins)** |

**Promotion Channels and Workstreams**

|  |  |
| --- | --- |
| Website page | Y/N |
| Landing page | Y/N |
| Blog post | Y/N – post-event wrap-up |
| Webinar | Y/N |
| Video (for social) | Y/N – repurpose from webinar |
| Email | Y/N |
| Content syndication | Y/N |
| Digital ads | Y/N – post-event |
| Chatbot | Y/N |
| Organic social | Y/N |
| Paid social | Y/N |
| Field/sales enablement | Y/N |

Webinar Milestones

|  |  |
| --- | --- |
| Webinar kickoff | DD/MM/YYYY |
| Start: Webinar development | DD/MM/YYYY |
| Check-in and review progress | DD/MM/YYYY |
| Final check-in and review | DD/MM/YYYY |
| **Webinar live day!** | **DD/MM/YYYY** |

**Discussion Questions & Speaker Flow**

**SECTION 1 Introductions and Housekeeping (5 mins)**

*Notes for post: Slide 1*

*Notes for post: Slide 2*

|  |
| --- |
| **Speaker 2** |

* ***Q: Please introduce yourself and what you do at XYZ***
* *Add optional notes/talking points here*

|  |
| --- |
| **Speaker 3** |

* ***Q: Please introduce yourself and what you do at ABC***
* *Add optional notes/talking points here*

**SECTION 2 The state of content consumption (10 mins)**

**SECTION 3 Deep dive**

**SECTION 4 Key takeaways and wrap-up (6 mins)**

**SECTION 5 Conclusion**