

30 minute Dry Run Checklist

Use this checklist as a guide through your next webcast dry run so that you can ***Set Yourself Up For Success***

These short conversations allow your team to get on the same page. By taking the time to talk through the below items, your team will be prepared to deliver the message that your audience deserves to hear. Hilly Productions suggests having this call approximately 1 week prior to your webcast to allow time to address any issues.



The Details Chat: 5 - 10 minutes

- Day and Time of the event – All on the same page
(Check those time zones!)
- Location of speakers/SME's/Host
(Office yes...cube no!)
- Determine what audio to use – VOIP or phone
(Test your options and go with best sound)
- Internet connection – High speed wired vs. wireless
(Wired if you can!)
- Roles of each team member – Speaker/Moderator
(Know what each of you are doing)



The Content Chat: 5 - 10 minutes

- Thesis of content – Does the audience want to hear what you want to say?
(Do the sales and marketing teams agree?)
- Does it match promo material – Review emails/pages
(If you promote 3 tips, then deliver 3 tips)
- Timing – Slide content vs. QA time
(Each interaction, poll or ? equals about 2 minutes)
- Call to action – Explore more/Watch a video/Demo
(What do folks need to know or do for you?)

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The Flow Chat – 10 minutes

- Speaker style – Lecture/Interview/Talk show
(When possible, engage and interact with listeners)
- Avoid distractions – FedEx/animals/co-workers
(Out of office/door hangers/on air light)
- Test the tech – Polls/QA/move modules
(Set your screen for ease of use. Know all the tools)
- Prepare for video – Lighting/background/makeup
(Clear background. Light your face. Powder!)

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Please take a moment to visit our website www.hillyproductions.com for more information on our services, our background, and to read what others are saying about working with Hilly Productions.

You can also reach James Hilliard for podcast and webcast moderation services, Voice Over work, or to host your in-person corporate events and conferences at hillyproductions@yahoo.com or 650-703-4583

