

Masterclass Webinar Guidelines

The following information is provided
to help you prepare for your

EXPERT CAREER MASTERCLASS WEBINAR

at

www.WhatsNext.com

If you have any questions, please contact your Webinar host

Nicola Vetter

+1 303 503 4267

nicola@whatsnext.com

1. Masterclass Webinar Publicity

- Announcement on our Website <https://www.whatsnext.com/>
- Announcement in our large What's Next LinkedIn group <https://www.linkedin.com/groups/2080874/>
- Invitation to our Email list (over 100,000 people)
- Sharing in other (social) media outlets
- We encourage you to make it public to your audience, too

2. What We Need from You (latest 18 days prior to Webinar)

- A few sentences about how you want to be introduced verbally
- Written bio that stays on our Website
- Portrait photo (square format)
- Webinar title and Webinar description
- Tags for SEO purposes
- Slide deck
- Some text for the Email invite (to be sure we cover what's most important to you)
- Some questions you want us to ask on the Webinar that would support your goals (in case the audience is too shy to ask)

3. Masterclass Webinar Format (45 minutes)

- Introduction of expert (you) by Webinar host (2 min.)
- Your content with slide deck (30 min.)
- Q&A (10 min.)
- Wrap up summary by Webinar expert mentioning their Website for people to find out more (3 min.)

4. Some Technical Tips

- Wear earbuds or headphones
- Use a decent USB microphone or a wired mic if possible
- Be hardwired – not on Wi-Fi
- Have your face lit from the front – not back lit
- Try and make your background uncluttered and simple

5. Some Content Guidelines

- Be useful
- No mentioning of politics, religion, or race
- No selling
- Try to show your point of view and how it's different from mainstream
- Trigger people to think, feel, and act differently after this Webinar

6. Masterclass Webinar Series Schedule 2019 (fully booked)

- September 9
- September 19
- October 3
- October 17
- November 7
- November 21
- December 5
- December 19

We are accepting requests for 2020

7. After the Masterclass Webinar

- Replay link gets send to people who registered
- Replay gets added to our Website <https://www.whatsnext.com/>
- Replay link gets added to our What's Next LinkedIn group
- Replay link gets send to new audiences on-demand
- We encourage you to share it with your audience, too

Our LIVE Masterclass Webinar series is designed to be a win-win for all with no financial remuneration on either side.