















Educational Webinar Dos and Don'ts



DO	DON'T
 Host educational webinar events.	 Host sales/marketing webinar events.
 Report your educational webinar as required by the carriers.	 Assume because it's not a live event, that it doesn't need to be reported.
 Advertise your webinar as educational.	 Require information beyond a valid email address for registration.
 Cover educational aspects of Medicare, Medicare Advantage, Prescription Drug and Medicare Supplement plans.	 Discuss any carrier names or plan benefits.
 Answer questions posed by attendees.	 Answer questions beyond the specific question.
 Do collect leads in a compliant way to schedule future appointments.	 Don't count a registration to your webinar as permission to contact. You must still collect valid permission to contact via a landing page or another approved method.
 Display your contact information so a prospect can reach out to you.	 Display carrier names, logos or screenshots which contain plan-specific information or benefits.