


How to Set Up an Educational Webinar



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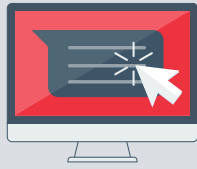


Choose your presentation

EDUCATIONAL TOPICS:

T65 LIS Medicare 101

2



Choose a webinar platform


EXAMPLES:

GoToWebinar zoom

 **HOT TIP**

If you have never hosted a webinar before, any service you choose should have plenty of training videos or materials to help you learn how to get started. If you're still lost, contact our Broker Account Representatives for any questions you might have.

3



Schedule your webinar on your platform choice


4



Advertise your event

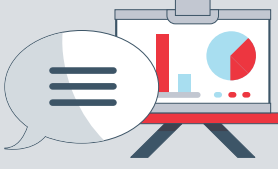
WAYS TO ADVERTISE:

Online Ads Email
Social Media Direct Mail

 **KNOW THIS**


All events must be advertised as educational. Ensure your ad is compliant by seeking a review from the AGA Compliance team before use.

5



Practice your presentation

Complete a test run prior to your first event to ensure you know how the webinar platform works.

 **HOT TIP**

Online engagement can be tough. If your webinar platform offers video stream as you host your webinar, consider using video to introduce yourself before you get started. Pop on screen several times throughout the presentation to remind viewers you are a real person and present. Interject your personality and try to be light and informational.

7




Follow up on compliantly-collected leads

 **KNOW THIS**

A registration to your webinar does not count as permission to contact. You must explicitly seek permission to contact on your registration form if you plan to capture this from the beginning. You may also collect permission to contact following the presentation via an approved landing page or other contact form. Be sure your lead collection is compliant! Reach out to the AGA Compliance team for review and clarification today.

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Host your webinar