

Invitations:

- Send invite 1-3 weeks prior to event
- Send reminders to registrants: 1 week, 1 day, and then 1 hour prior to event
- Add an option to add the event to registrants Outlook calendar (i.e. LiveMeetings)

Material Distribution:

- Send email message with link to the presentation materials for download in case people want it.
- Don't email huge files -you'll choke some people's machines, and not everyone wants the file version

During the event:

- Always have an IT person on hand as well as a "co-pilot" to assist the presenter.
- Use polling to engage attendees. Can use once in beginning, middle, and end. No more than 5 polls.
 - Announce the questions and instructions.
 - Have someone besides the speaker monitor the polling.
 - Always share results with attendees.
- Have plenty of experts available for live Q&A sessions. Safest way? Have attendees submit them electronically.
- Consider recording popular events to re-broadcasting later with live Q&A session
 - Record on a machine other than the presenter's

After the event:

- Make the evaluation available on line, and have it appear on attendees screen after the training session
- Take attendees to your website at end of event
- Send an email thanking people for attending, and once again direct them to your web site
- For those that didn't attend, send a "sorry we missed you" email with instructions on how to watch the event archive if available.