

WEBINAR TOOLKIT

What you'll need to run a successful webinar

- ❑ **Video conferencing software** – Some of the popular, and free platforms are Zoom, Skype, GoToMeeting, and Google Hangouts.
- ❑ **Laptop with front-facing camera** – Turn your camera on to present and dress as if you were meeting your attendees face-to-face. Have your charger with you and plug in your laptop so it doesn't die mid-presentation.
- ❑ **External headset and microphone** – You may need to purchase external gear to improve the overall audio of your webinar.
- ❑ **Strong internet connection** – Minimize technical difficulties and make sure you are in an area that has a strong signal that will not cut out.
- ❑ **Quiet space to present** – Be somewhere private with no distractions or noise. Since you will be on camera, make sure you have a professional-looking background.



For more ideas on how advisors can grow their business, visit sunlife.ca/advisorbestpractices

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