



## **Marketplace Partner Webinar Preparation Guide**

*Please review this guide and speak with your Partner Manager if you are interested in co-hosting a webinar with Bullhorn.*

### **Topic:**

- What is the topic you are considering for your webinar?

### **Audience:**

- Who are you hoping to target for this webinar? (job role, region, segment, vertical, other?)
- How many people in your database fit this profile?
- How many people do you typically get to attend webinars on similar topics?

### **Goals:**

- What does success look like for this webinar?
- What are the registration goals?
  - What are the expectations of Bullhorn as it relates to the registration goals?
- What is the main CTA for this webinar? What action are we trying to get attendees to take?

### **Promotion strategy:**

- What does your webinar promotion strategy look like?
  - Social?
  - Emails?
  - Sales enablement?
  - Web updates / visibility?
- Who is the point of contact that owns the promotion strategy?
- How frequently will you share updates on registrations? What's the cadence?

### **Content development / speakers:**

- Who will be responsible for drafting the abstract?
- Who will be responsible for taking the lead on developing the presentation?
- How do we co-brand if possible?
- Who will be speaking from your side?



- Will content be required from Bullhorn? Are you looking for someone from Bullhorn to participate in the session?
- If you're looking for Bullhorn to participate, please list one or more Bullhorn contacts you have already asked (or are planning to ask).

**Timeline:**

- Please outline the timeline for the following:
  - Ideal webinar date
  - Abstract + outline due date
  - Promotion schedule
  - Content delivery due date
  - Webinar dry-run date(s)
  - Follow-up game plan determined

**Follow-up:**

- Who is responsible for developing the follow-up content / collaborating on the follow-up approach?
- Will the list of attendees be shared with Bullhorn?