REDI AKTIVE8

The Stupidly Simple Webinar Game Plan

A quarterly playbook for MSPs that want people to show up.

1. Decide if you're going to do it

You're busy. Presenting might make you nervous. It's going to be OK. Put four quarterly dates on the calendar and give the series a year. Early turnout will vary. After four events, look at who comes back and what gets people to show up.

You will have to show up before they do.

2. Pick a goal and build the list

Win new clients

Invite prospects. Ask a few happy clients to bring someone who'd benefit.

Grow with current clients

Invite the accounts and decisionmakers who could use what you're teaching. If you're launching a service, start with the problem it solves.

Do both

Invite prospects and clients who share the same problem.

Share what you know

Invite both groups and see whether they use what they learned.

Want 25 people live? Start with 100 relevant contacts. Four invites per seat is a planning estimate. Use your turnout to adjust it next quarter.

Give People a Reason to Come

3. Build the topic and pick a presenter

Start with a question clients already ask. Build around one useful topic, one real story, and one thing they can do tomorrow. Use the REDI AKTIVE8's quarterly kit or build your own with our template.

Choose someone who explains things the way they would to a client. Clear audio and video matter. So does sounding like yourself. Give a producer the job of running the room, chat, and poll.

4. Put the invites on the calendar

60 days

Send the first invite and publish a social post. Lead with what people will learn.

45 and 30 days

Reinvite people who haven't registered. Post a question or story on each date. Ask account owners to invite priority contacts personally.

14 and 7 days

Reinvite and post again on each date. Show what attendees will be able to check at their business.

1 day

Send registrants join details. Reinvite priority contacts who haven't signed up and post a final social reminder.

If that feels like too much or too little, adjust it. You know your clients and your team better than we do.

Add the one-pager to your QBR and sales decks when registration opens. Give your team a line they can use: "We're doing a 25-minute session on [topic]. You'll leave knowing how to [action]. Want the link?"

Run It and Get Better

5. Set up the room and actually rehearse

Set up the Teams webinar. Keep the registration form short. Include the topic, takeaway, date, time zone, and runtime. Decide who can present and share, how you'll take questions, and whether to record. Test registration and joining from an outside account.

Seven days out, run the whole thing with the live settings. Present the deck, launch the poll, practice the close, and fix what feels awkward.

Join 15 minutes early to check audio, video, and sharing. Start on time. The people who showed up on time are already there.

6. Follow up and plan next quarter

Right after the webinar, thank people and send the recording and promised materials when they're ready.

The next day, ask if they did their one thing. For Q1: "Did you get a chance to check your Microsoft 365 protection?"

Within a week, count invites, registrations, and live attendees. Then check the result you wanted: prospect conversations, client expansion conversations, or people taking action.

Pick one change for next quarter. Put it on the calendar while the event is fresh.

Appendix: Email Invites

Use these as starting points. Swap in your date and registration link.

First invite

Your CFO is on video. Now what?

Would your team know when to pause a payment? We'll walk through a real case and give you one thing to check tomorrow. 25 minutes on [date]. [Register]

Reinvite

Know who's watching your Microsoft 365?

If the answer is "probably someone," join us on [date]. Leave with three questions you can ask your IT team tomorrow. [Register]

Personal invite

Thought of your team

We're covering how a payment request can fool even a careful team. I thought of you because [reason]. Want to join us for 25 minutes on [date]? [Register]

Final invite

Tomorrow. One thing worth checking.

If you've got 25 minutes, we'll show you how to check who's watching your Microsoft 365. [Register]

Appendix: Social Invites

Announce it

Join us on [date] for What to Expect in 2027, a 25-minute look at cybersecurity for small businesses. You'll leave with one practical step to take the next morning. [Register]

Ask a question

If someone asked your team to change a vendor's bank details, what would happen next? We'll talk through a real example on [date]. [Register]

Preview the takeaway

Who watches your Microsoft 365, and when was your last restore test? We'll share a few simple questions you can take back to your IT team. Join us on [date]. [Register]

Day-before reminder

We're live tomorrow at [time and time zone]. Bring your questions about small-business cybersecurity. We'll keep the session to 25 minutes. [Register]

Quarterly Webinar Checklist

Plan the quarter

☐ Block four quarterly dates and name an event owner.

☐ Pick one goal and decide how you'll measure it.

☐ Build the list. Start with four invites per desired live attendee.

☐ Pick one topic, one story, and one action attendees can take tomorrow.

☐ Choose the presenter and producer. Prepare the deck, poll, and takeaway.

☐ Set up Teams registration, presenter access, Q&A, and recording. Test the outside join experience.

☐ Add the one-pager to QBR and sales decks. Brief the team on personal invites.

Invite and rehearse

☐ 60 days out Send the first invite and post on social.

☐ 45, 30, 14, and 7 days out Reinvite unregistered contacts and post on social at each touch.

☐ 7 days out Run the full deck and poll using live settings. Fix what needs work.

☐ 1 day out Send join details to registrants, reinvite priority contacts, and post a final reminder.

☐ Adjust the schedule to fit your team and your audience.

Run it and follow up

☐ 15 minutes early Test audio, video, and screen sharing with the producer.

☐ Start on time. Run the poll and close with one action.

☐ Thank attendees and send the recording and promised materials when ready.

☐ Next day Ask if they did their one thing.

☐ Within a week Review invites, registrations, attendance, and results against your goal.

☐ Pick one change, assign an owner, and put it into next quarter's plan.