

Partner Webinar Playbook

A practical guide for creating student-centered, co-branded events that generate meaningful recruitment opportunities.

EDUCATE. • INSPIRE. • EMPOWER.

A FIELD GUIDE FOR PARTNER-LED STUDENT WEBINARS

Our shared goal. Create informative, engaging events that provide real value to prospective students while generating meaningful recruitment opportunities for both organizations.

1. Planning for Success

ALIGN EARLY, EXECUTE CONFIDENTLY

The foundation of a successful webinar begins well before the event itself. Before confirming a webinar date, schedule a brief planning call to align on:

✓ Target audience	✓ Webinar objectives
✓ Presentation topics	✓ Speaker roles
✓ Promotional strategy	✓ Lead collection and follow-up responsibilities
TIMING	Whenever possible, confirm the webinar date at least four weeks in advance. This gives both teams adequate time to coordinate speakers, prepare marketing materials, and promote effectively.

2. Promoting the Webinar

BUILD MOMENTUM BEFORE THE EVENT

Consistent promotion is one of the strongest predictors of webinar attendance. To maximize participation, promote through multiple channels:

Email campaigns	Newsletters	Social media	WhatsApp or counselor outreach	Other audience channels
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RECOMMENDED PROMOTION CADENCE

TIMELINE	RECOMMENDED ACTIVITY
2–3 WEEKS BEFORE	Launch registration and first invitation
1 WEEK BEFORE	Second promotional campaign
1 DAY BEFORE	Final reminder email or messaging campaign
1 HOUR BEFORE	Final reminder to registered attendees

During the promotion period, periodically check in on registration numbers to determine whether additional marketing support or outreach may be helpful.

BENCHMARK	Attendance varies by market, topic, and audience. Webinars with approximately 15 or more live attendees generally create stronger engagement and follow-up opportunities.
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3. Creating an Engaging Experience

MAKE IT A CONVERSATION

The most successful webinars feel less like presentations and more like conversations. Encourage presenters to:

✓ Build a shared agenda	✓ Share student stories and practical examples
✓ Transition between speakers throughout the presentation	✓ Encourage audience participation through questions and discussion
✓ Introduce both organizations naturally	✓ Reserve time for live Q&A

SHARED OBJECTIVE

Educate prospective students while creating an authentic, engaging experience.

4. Lead Collection & Follow Up

SET CLEAR EXPECTATIONS

Before the webinar, both organizations should agree on:

✓ How attendees will register	✓ How leads will be shared, if applicable
✓ Who will collect student inquiries	✓ Who is responsible for post-webinar follow-up

WHY IT MATTERS

Establishing these expectations early helps ensure prospective students receive timely communication after the event.

5. Measuring Success

TURN INSIGHTS INTO IMPROVEMENT

Within three business days after the webinar, share a brief recap that includes:

Total registrations	Total live attendees	Student inquiries or leads	Webinar feedback	Ideas for future collaboration
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These insights help us continuously improve future events and better support our partners.

6. Building Long-Term Success

CREATE A REPEATABLE PARTNERSHIP

One webinar is rarely enough to fully evaluate a market or recruitment strategy. Following each event, review the results together, discuss lessons learned, and identify opportunities to strengthen future webinars. Consistent collaboration allows us to refine our approach over time and build stronger engagement with prospective students.

READY TO CREATE A GREAT STUDENT EXPERIENCE?

Plan together. Promote consistently. Follow up thoughtfully.