Webinar Hosting Guide

Thank you for agreeing to be a GGR Webinar host!

We love having Customer Success practitioners share their knowledge and expertise with our audience.

Pre-Event

1. Identify a topic to cover that will speak to a broad spectrum of the CS audience

2. Work to identify a month that will give you enough time to plan and develop your presentation

3. Use Gain Grow Retain PowerPoint template to create your slides

Logistics

- Make sure your presentation is geared toward our audience: folks who are leading, working, or striving to get into the CS space.

- Avoid self-promotion. There are a lot of great products and opportunities out there. This space focuses on information that is NOT specific to only your product and/or service. Make sure it is broad and doesn't require a purchase or partnership to utilize. Your bio can share specific company information to help get the word out.

- Make sure you are focused on relevant and practical takeaways. You can create templates or other resources that can be shared out with attendees after the event to help. The goal is that those who attend will walk away with some thoughts and ideas that they can take back and share with their peers.

- At least 4 weeks prior to your presentation, please provide the following to the Community Manager:

  o A recent headshot for use in marketing
  o A 2-3 sentence bio
  o Your title and company

- Include hard info through examples, details, and metrics where possible.

- Keep the presentation to around 40 to 45 minutes. This will allow time for the introduction and welcome as well as a Q&A segment at the end of the webinar.

Why Become a Host?

- Sharing your experience and skills with a large CS audience can increase your industry profile, helping you build your personal brand.

- Your webinar recording will be added to the GGR YouTube channel and will be posted in our active community with over 7,000 members.

- We will share your webinar link on the GGR social media page with over 10,000 followers.

- You will receive a link to the webinar along with a social media graphic to share with your personal network.