

#### 3.1 Post-Event Communication

Send thank-you emails within 24 hours with replay link, key takeaways, and promised resources.

Share tailored follow-up for no-shows with replay access and highlights.

Publish social media posts with quotes, clips, or highlights.

Write blog posts expanding on key webcast topics.

Share internally via intranet or newsletters if applicable.

Choose communication channels based on audience type and goals.

#### 3.2 Analyze Performance

Track registrations vs. attendees.

Review average watch time and drop-off points.

Measure poll participation, and Q&A activity.

Count replay views and compare live vs. on-demand engagement.

Identify content segments with the highest and lowest engagement.

#### 3.3 Build an On-Demand Strategy

Make the replay available quickly (decide between open or gated access).

Add chapters and highlight key moments.

Enable searchable transcripts and AI-driven Q&A if possible.

Promote replay across social, blog, newsletters, and internal channels.

Create teaser clips or visuals to drive replay traffic.

#### 3.4 Repurpose Your Content

Create short video clips (key moments) for social media.

Turn key topics into blog posts.

Design infographics or quote cards with standout stats or insights.

Produce internal training videos from relevant sections.

Use AI tools to automate transcripts, tagging, and snippet creation.

Schedule content releases over weeks/months to keep momentum.

#### 3.5 Internal Review & Next Steps

Host a team retrospective to discuss successes and challenges.

Review technical performance vs. expectations.

Update checklists, templates, and run-of-show documents.

Document new tools, workflows, or structures for next time.

Confirm future speakers, stakeholders, or tentative dates while momentum is high.