

# Co-Hosted Webinars with Print Partner



## Drive Leads. Build Credibility. Stay Top of Mind.

Looking to connect with potential clients and show off your expertise? Print Partner can co-host a webinar with your MSP on any topic you'd like.

Our experts will discuss our managed print services (MPS) and document management solutions (DMS), and your experts will discuss an area your team specializes in.

Here's how the webinar planning process works:

1	Step 1: <b>Quick Kickoff Meeting</b>	<ul style="list-style-type: none"><li>1.1. Evaluate the potential value of a joint webinar.</li><li>1.2. Identify how it can be used to support both companies' marketing strategies to generate leads and strengthen the partnership.</li><li>1.3. Align on goals, audience, and a general game plan.</li><li>1.4. Identify which topics both teams will focus on.</li></ul>
2	Step 2: <b>Collaboration and Planning</b>	<ul style="list-style-type: none"><li>2.1. Discuss the specifics of the presentation.</li><li>2.2. Decide who will moderate and who will be presenting.</li><li>2.3. Write sample questions to be asked during the Q/A.</li></ul>
3	Step 3: <b>Schedule the Webinar</b>	<ul style="list-style-type: none"><li>3.1. Coordinate the date, time, and platform.</li><li>3.2. Create calendar invite and a full run-of-show.</li></ul>
4	Step 4: <b>Lock in the Outreach Campaign</b>	<ul style="list-style-type: none"><li>4.1. Build a simple promotional strategy together, which may include social media posts, email blasts, brochures, and more.</li><li>4.2. Create graphics and messaging to use across email and social media.</li></ul>
5	Step 5: <b>Practice on a Dry Run</b>	<ul style="list-style-type: none"><li>5.1. Do a practice run to iron out any wrinkles in the presentation.</li><li>5.2. Identify any areas of the presentation that need to be changed.</li><li>5.3. Remove any details that seem confusing or distract from the focus.</li></ul>
6	Step 6: <b>Go Live!</b>	<ul style="list-style-type: none"><li>6.1. All necessary parties will show up to the scheduled live webinar.</li></ul>
7	Step 7: <b>Keep the Momentum Going</b>	<ul style="list-style-type: none"><li>7.1. Share the recording across our social media.</li><li>7.2. Create assets to promote it with your own network and ours. You'll walk away with content you can reuse anytime.</li></ul>

**Let's create something valuable together.**

Ready to co-host a webinar? Visit [printpartner.biz/collateral](https://printpartner.biz/collateral) to learn more.