

Webinar and Event Admin

Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Webinars and events often look simple from the outside, but behind the scenes there are usually lots of small details to manage. Invites, joining links, reminders, attendee lists, resources, follow-up emails, recordings and feedback all need to be organised.

Jessanol can help manage the practical admin around webinars and events so the experience feels clearer, calmer and more joined-up.

THIS IS USEFUL IF

This type of support may be useful if:

-  You are running a webinar, workshop or event and need help with the admin
-  You have attendees to track, remind or follow up with
-  Joining links, calendar invites or resources need to be sent out
-  You need someone to keep an eye on the practical details
-  You want the event experience to feel more organised
-  You need post-event follow-up, feedback or resources managed

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with webinar and event admin.

This may include:

- Creating or updating event trackers
- Setting up attendee lists
- Sending agreed joining instructions or reminders
- Preparing event resources or handouts
- Checking links, dates, timings and access details
- Supporting speaker or attendee communications
- Saving event materials in the right place
- Sending follow-up emails
- Collating feedback or attendance information

RECOMMENDED RHYTHM

This can be done as a one-off event task or as regular support for repeated webinars, workshops or events.

For example:

- Admin support before a webinar or a regular event programme
- Same-day support with final checks
- Post-event follow-up support

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to the event platform or booking system
- Access to attendee lists, forms or registration details
- Access to email templates or previous event communications
- Calendar access if invites or reminders are needed
- Access to shared folders or event resources
- Guidance on event timings, links, speakers and follow-up requirements

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What type of event is being supported
- Who the event is for
- What information attendees need before and after the event
- What Jessanol can send directly
- What needs to be checked with you first
- Where attendee information should be stored
- How urgent questions or issues should be handled
- What needs to happen after the event

Attendee information should be handled carefully and only used for the agreed event purpose. Any changes to dates, times, links or event details should be checked before being shared.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the event details, including date, time, platform and audience.
2. Gather existing registration details, attendee lists or booking information.
3. Check what needs to be sent before the event.
4. Prepare or update event trackers, templates or resources.
5. Send agreed emails, reminders or joining instructions.
6. Check links, access details and file locations.
7. Track attendance, questions or follow-up actions where needed.
8. Send agreed post-event communications.
9. Save event materials, feedback or attendance information in the agreed location.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The event date, time and format
- Details of who the event is for
- Access to registration or attendee information
- Any joining links, platform details or booking pages
- Existing email templates or previous examples
- Any resources, handouts or links that need to be shared
- Guidance on what Jessanol can send directly
- Details of what should happen after the event

You do not need to have a polished event process before support starts. Jessanol can help pull the practical details into one clearer place.

WHAT YOU'LL GET BACK

You should have:

- Clearer event admin
- Better organised attendee information
- More consistent communication
- Fewer missed reminders or follow-ups
- Event resources saved in the right place
- A smoother experience for attendees, speakers and organisers

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com