

# Webinar and online event brief (Template & Video Brief)

Help a prospective attendee decide whether the session is worth setting time aside for. Edit, copy or download this free template, with inputs, a story order and review points.

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Webinar and online event brief

Purpose: Help a prospective attendee decide whether the session is worth setting time aside for.

**Audience and current challenge:** [Add your own information]

**Session promise:** [Add your own information]

**Two discussion topics:** [Add your own information]

**Speaker credentials:** [Add your own information]

**Date and time zone:** [Add your own information]

**Live or recorded format:** [Add your own information]

**Cost and registration link:** [Add your own information]

Story order: Name the problem, preview the questions the session will answer, introduce the speaker and provide registration details.

Review: Use a 30-60 second invitation. State the time zone and whether a replay will actually be available.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

## Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/webinar-promotion>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>