No. 121

AI TOOLKIT SERIES · THE METHOD

Your Webinar Delivered

Design, fill, run and extend a webinar that holds the room, from idea to replay, with AI.

Ten prompts to find the right topic, draw a crowd, run it stress-free and recycle the recording.

Free for the SYSTINFO community

SYSTINFO · 2026

GOOD TO KNOW

Good to know

In 2026, the platforms (Zoom, Google Meet, Teams, LinkedIn Live) build AI into registration, reminders and recaps. Three cues before you launch yours.

1. **A webinar is won before the day itself.**
   Most registrants do not show up, often count 4 present out of 10. Promotion and reminders fill the room, not luck.

2. **AI prepares, it does not host for you.**
   It writes the script, the slides and the reminders. On the day, it is your voice, your connection and your tech check that hold the room.

3. **Always warn that the session is recorded.**
   A registrant list and a recording are personal data. Announce the recording, ask for consent, share nothing without notice.

Good reflex: rehearse the tech the day before (sound, screen share, connection), keep a plan B if the platform fails, and announce the recording from the very start.

THE METHOD

The Method

Five moves, ten prompts ready to copy. Build your webinar end to end, step by step.

1 **Design**
01 The Right Topic · 02 The Chosen Format

2 **Promote**
03 The Signup Page · 04 The Promo Plan

3 **Prepare**
05 The Timed Run · 06 The Clear Slides

4 **Run**
07 The Strong Open · 08 The Live Handled

5 **Extend**
09 The Follow Up · 10 The Replay Reused

THE RCTFE RECIPE

Every prompt follows the same recipe: Role, Context, Task, Format. Copy the structure, change the brackets.

PROMPT 01 · DESIGN

The Right Topic

PROMPT TO COPY

```
Role: you are an expert who designs webinars that fill the room.
Context: I want to run a webinar for [my audience], on [my field].
Task: help me choose a precise topic and a promise that makes people want to register.
Format: 3 possible titles, the promise in one sentence, and who it is for.
```

WHAT YOU GET

A topic that draws registrations, not a vague theme. People see at once what they will gain.

PROMPT 02 · DESIGN

The Chosen Format

PROMPT TO COPY

```
Role: you are a webinar organizer.
Context: my topic is [the one from prompt 01], for [60 minutes], solo or with [a guest].
Task: advise me on the length, a standard run and the right platform.
Format: the ideal length, a plan in 4 moments, and 2 recommended platforms with their reason.
```

WHAT YOU GET

A clear frame before you prepare anything. You pick the right tool instead of defaulting to one.

PROMPT 03 · PROMOTE

The Signup Page

PROMPT TO COPY

```
Role: you are a copywriter specialized in registration
pages.
Context: my webinar [topic, date, time] targets [my
audience].
Task: write the registration page copy that makes people
want to book.
Format: a title, 3 concrete benefits, the agenda in 3
lines, and a clear call-to-action button.
```

WHAT YOU GET

A page that turns the curious into registrants. You copy, you publish, the bookings come in.

PROMPT 04 · PROMOTE

The Promo Plan

PROMPT TO COPY

```
Role: you are an online event promotion strategist.
Context: my webinar is in [2 weeks], I post on [WhatsApp, LinkedIn, email].
Task: build my announcement calendar and reminder messages up to the day.
Format: a day-by-day schedule, 3 short messages per channel, and 2 reminders the day before and the day of.
```

WHAT YOU GET

A plan that fills the room without daily worry. Each message is already ready to send.

PROMPT 05 · PREPARE

The Timed Run

PROMPT TO COPY

```
Role: you are an experienced webinar host.
Context: my webinar runs [60 minutes] on [topic], for [my audience].
Task: write a timed run of show, from welcome to final questions.
Format: a minute-by-minute table, the time for each part, and the interaction moments.
```

WHAT YOU GET

A through-line that avoids dead air and overruns. You know every minute where you are.

PROMPT 06 · PREPARE

The Clear Slides

PROMPT TO COPY

Role: you are a presentation designer.
Context: here is my run of show: [paste]. I want simple, readable slides.
Task: propose the content of each slide, one single idea per slide.
Format: the title and 3 points of each slide, plus a note of what I say out loud.

WHAT YOU GET

Slides that support your point instead of repeating it. The audience listens instead of reading.

PROMPT 07 · RUN

The Strong Open

PROMPT TO COPY

```
Role: you are an online speaking coach.
Context: I open my webinar [topic] in front of [strangers]
joining in slowly.
Task: write my opening: hook, frame, and what each person
will walk away with.
Format: the first 2 minutes word for word, a question to
wake the chat, and the practical rules.
```

WHAT YOU GET

A start that grabs from the first minute. No more first-seconds nerves.

PROMPT 08 · RUN

The Live Handled

PROMPT TO COPY

```
Role: you are a host used to the surprises of live.
Context: during my webinar [topic], I must handle the chat, the questions and the time.
Task: prepare me to run the live and answer tough questions.
Format: 5 likely questions with a short answer each, and what to say if no one talks or the tech fails.
```

WHAT YOU GET

A live held without panic. You have an answer ready, even for the questions that sting.

PROMPT 09 · EXTEND

The Follow Up

PROMPT TO COPY

```
Role: you are a post-event follow-up specialist.
Context: my webinar [topic] is over, I have attendees and
no-shows.
Task: write my after messages: thanks, replay link, and
promised resources.
Format: one message to attendees, another to no-shows with
the replay, and a call to action.
```

WHAT YOU GET

A follow-up that extends the effect instead of falling flat. Your no-shows return via the replay.

PROMPT 10 · EXTEND

The Replay Reused

PROMPT TO COPY

```
Role: you are a content repurposing expert.
Context: I have my webinar recording [topic] and its
transcript: [paste].
Task: turn it into several short contents to publish
afterward.
Format: 3 clips to share, 2 social posts, and the outline
of an article drawn from the webinar.
```

WHAT YOU GET

One webinar that feeds weeks of posts. None of your work is wasted.

No. 121

YOUR TURN

Webinar, Ready

You now know how to build your webinar: design it, promote it, prepare it, run it, extend it. Ten prompts, one recipe to reuse.

A tech rehearsal the day before, a plan B if the platform fails, and the recording always announced.

Join the SYSTINFO community to get a card like this one every day.

WhatsApp

Mattermost

LinkedIn

Facebook

Free for the SYSTINFO community