Template Webcast Invite

*Webcast invitations should be no more than one page long and provide an overview of the structure and content of your webcast.*

[**INSERT TITLE** – SHOULD BE SHORT AND INFORMATIVE, e.g. Understanding the impact of PAH: patient and carer perspectives]

**[INSERT SUBTITLE what is your event? E.g. ‘An online press conference’ or ‘An interview with patients and their carers’]**

WHEN? [If you are streaming/broadcasting your webcast live on the internet, it is important to remember what time zone they may be in. Try to schedule it over a natural working break, such as lunchtime, to maximize the attendance]

**Date:** [Day date month year]

**Time:**  [00:00 – 00:00 CST

00:00 – 00:00 CET

00:00 – 00:00 GMT]

WHY?[Use this section to explain why the webcast is necessary and what you are trying to achieve, you can consider the following:

* What message are you trying to convey?
* Who are you trying to convey the message to?
* What do you want the outcome to be?]

WHO IS IT FOR? [Use this section to identify the target audience of your webcast. Is it for members of the public and members of your organization? Is it for the media? Is it for healthcare professionals?

HOW? [Use this section to explain how people can watch your webcast. If you are hosting a simple webcast yourself, provide the link to where it will be hosted and how people can log in to view it. If you are using a company which specialises in webcasts, you can provide a registration link]

AGENDA [If appropriate, include a short version of the agenda; this can also be provided at a later date]