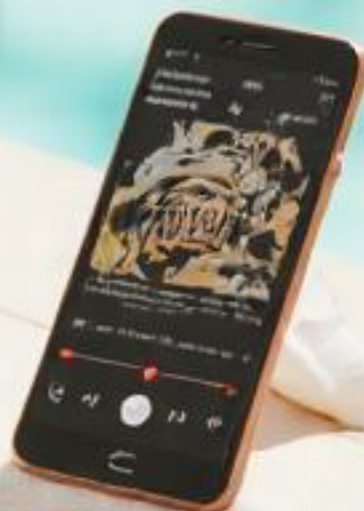


HOLIDAY WORKBOOK

Snooze the Slack **Boost the Stack**

Combine fun with a sneak peek into what's coming next in the world of marketing.

[Articles](#)[Mini-games](#)[Checklists](#)[Interviews](#)

Hello, Marketer!

We know the holidays are a time to unwind. But what if you could combine fun with a sneak peek into what’s coming next in the world of marketing?

Enter Livestorm’s Holiday Workbook, your go-to guide to get ready for the 2026 marketing season, all while having a blast.

The promise?

You’ll dive into the 2026 marketing trends, discover powerful AI tools to boost your workflow, and get inspired to create content that **really** catches attention when the new season kicks off.

So, grab your favorite drink, get comfortable, and get ready to explore, learn, and play. Don’t rush – this is your time to scroll, dive deep, and most importantly...

Have fun!

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Alexia Orny
Senior Content Manager
 Livestorm

MINI-GAME

Spot the mistakes

This webinar clearly isn't going as planned... Can you identify the 5 things that went wrong? Put your hosting instincts to the test and find **all the mistakes** in this scene!



Answers: 1. The host is half-dressed in pyjamas, 2. The background isn't professional, 3. The environment is noisy (a child is screaming in the background), 4. There's no water on the host's desk, 5. The internet connection is poor, 6. The device is low on battery, 7. The host isn't using headphones, 8. The audio setup is incorrect (audio unavailable).



ARTICLE

Webinar: The Ultimate Checklist

Now that you've spotted what not to do... let's make sure you're fully prepared. Follow this step-by-step checklist to run seamless webinars, from promotion to presentation. No more surprises, just smooth streaming. Ready to go live?

Before the webinar

- ☐ Create a registration page
- ☐ Synchronise webinar with your CRM
- ☐ Send promotion emails
- ☐ Promote it on your blog and webpages
- ☐ Promote it on social media
- ☐ Send reminder emails
- ☐ Create a presentation deck
- ☐ Dry-run with your guest-speaker

During the webinar

- ☐ Have a glass of water nearby
- ☐ Ensure your internet connection is stable
- ☐ Test your video and audio setup
- ☐ Choose a professional-looking background
- ☐ Check your battery level (or plug in your device)
- ☐ Find a quiet environment
- ☐ Mute all social and desktop notifications
- ☐ It's better to share a window than your entire screen
- ☐ Have a backup device ready just in case
- ☐ Use headphones, to avoid echo



EXERCISE

The Perfect Topline

Ready to put your naming skills to the test? Based on the scenario below, come up with the best webinar title ever. Then see if **our AI title generator** can top it. Creativity vs. machine: who will win this round? 🤖

Your event title

You're about to host an online event to launch your brand-new content: a study conducted among 2,000+ professionals in the banking industry to understand how they use AI, including use cases, concerns, and tools.

Your webinar & content target Marketing Leaders in the Banking industry.

Bankito, a global banking leader, is a partner in this study. Its VP will co-host the online event with you to present the key findings.

Your company just completed a full rebrand. But instead of doing it behind closed doors, you crowdsourced feedback from over 1,000 users, designers, and marketers.

Now, you're hosting a live webinar to unveil the final identity, share the most controversial design debates, and reveal what didn't make the cut.

The goal? Pure brand awareness — sparking conversation and word of mouth around your new identity.

Your event title

Need inspiration?

Discover our [title + outline generator](#).

Leverage the power of generative AI to find engaging titles and outlines and captivate your audience instantly.

Webinar topic*

Mental Health Awareness

Short description*

Discussion on mental wellness, resources for stress management and anxiety reduction.

Tone of voice

Casual

Neutral

Professional

Audience's knowledge

Neophyte

Intermediate

Expert

☒ By using this service, you agree to let us use your prompts to improve our algorithm.

✦ Generate webinar titles

[Access it here](#)

100% free. No e-mail required.

INTERVIEW

How to find a partner to co-brand a marketing action?

Looking to launch a successful co-marketing campaign? Pauline Mura, Senior Partnership Manager at Livestorm, shares her tips for choosing the right partner, setting fair expectations, and avoiding common pitfalls. A quick and practical guide from the field.

What's the first thing you look for when identifying a potential co-marketing partner?

The key to identifying the right partner is making sure they are a fit: what do they do? Is their product or service complementary to yours? Who is their audience and what challenges do they solve for them? Are these aligned with your goals? Can you find topics that will be valuable for both audiences?

Do you have a checklist to keep co-marketing campaigns fair for both sides?

Before you start, put into an agreement the goals, a clear retro planning, RACI and how you plan on promoting the campaign and sharing the leads. Make sure to ask them if the goals are realistic and how many leads they usually generate to avoid unbalance. And if one is clear they won't be able to reach the goal, consider a 1:1 lead matching system if you decide to pursue the partnership with them.

Any red flags to watch out for before jumping into a partnership?

Disengagement and loose commitment on their end is a red flag. As soon as they are disengaged there is a possibility they'll drop out of the project. Try to catch this early on and get them on a call to understand if timelines and priorities have shifted. You don't want to start working and have to move around your entire roadmap to fill the sudden hole. If your audiences aren't completely aligned and the topic is too much of stretch to work for both, abort the project.

The audiences have to understand straight away that the webinar is what they need, without a clear message and value statement it will fail.



Pauline Mura

Senior Partnership
Marketing Manager

 **Livestorm**



MINI-GAME

AI or human?

Time to put your detective hat on. In this game, you'll read short snippets from webinar scripts, but there's a twist. Some were written by humans, others by **our AI script generator**. Can you guess which is which? Test your instincts!

I'm [your Name], and I'm excited to guide you through some remarkable marketing advancements that we've witnessed recently at VivaTech, the prominent technology conference. Our first innovation is the use of agents to scan internal documentation. This means our teams can focus on strategic decision-making instead of getting lost in paperwork. Imagine having an intelligent assistant that can pinpoint relevant insights from tons of documents, enhancing both productivity and efficiency. Why is this a game-changer? Well, as marketers, we thrive on data-driven decisions. This innovation allows us to harness that data much more effectively (...)

☐ Human ☐ Artificial Intelligence

Let us move on to live translations during webinars, a powerful innovation fostering inclusivity. This technology allows audiences from diverse linguistic backgrounds to participate without barriers. In a globalized world, being able to communicate in real-time with attendees regardless of their language is vital. This not only amplifies our reach but also enhances engagement, making everyone feel valued and included!

☐ Human ☐ Artificial Intelligence

As marketers, understanding and implementing these technologies will not only enhance our strategies but also ensure that we remain competitive in this ever-evolving landscape. Thank you for joining us today, and remember, embracing innovation is key to future success in marketing! We now have time for questions. Please, feel free to share any inquiries or thoughts about the innovations discussed today.

☐ Human ☐ Artificial Intelligence

Create scripts in minutes

Generate engaging scripts effortlessly for webinars and videos with our AI-powered script generator.




****Introduction****

[Intro music fades, video opens on a professional setting with the host at center stage]

****Host:****

"Hello and welcome to our webinar on 'The Power of AI for Marketing Teams.' I'm [Your Name], and I am thrilled to have you with us today! As B2B marketers, we understand that time is one of our most precious resources. With the landscape of marketing continuously evolving, the pressure to deliver results intensifies. But what if I told you that you could reclaim at least five hours each week simply by tapping into the power of AI?

Today, we're going to explore some game-changing automations that

   streamlining processes but also enhance productivity allowing

[Access it here](#)

100% free. No e-mail required.

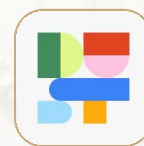
ARTICLE

5 AI tools to boost productivity in Marketing

AI is transforming the way marketing teams work, making campaigns faster, smarter, and more efficient. From content creation to design, automation, and events, the right tools can save hours and boost output. Discover **5 AI-powered tools** that act like extra teammates in your daily workflow.

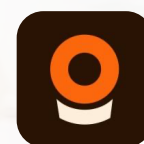
Your personal assistant

Dust is an AI platform that helps marketing teams streamline internal processes by building custom AI assistants. These assistants can automate tasks like summarizing meeting notes, drafting emails, or organizing campaign data, freeing up time for more strategic work.



Your brand designer

Pletor (formerly Lasqo) is an AI-powered design tool that accelerates the creative process. It helps marketers quickly generate visual assets and iterate on design ideas, making it easier to produce campaign visuals without relying heavily on design teams.



Your awareness wingman

Livestorm is an AI-powered platform for webinars and virtual events. It simplifies event creation, audience engagement, and follow-up analytics, helping marketers run effective online campaigns and capture qualified leads effortlessly.



Your post-production assistant

Descript is an AI tool for editing audio and video as easily as editing text. Marketers can quickly repurpose webinars, podcasts, and video content for social media or campaigns—saving hours of post-production time with features like transcription, overdub, and screen recording.



Your super-writer

Jasper is an AI writing assistant designed for marketing content. It helps generate blog posts, ad copy, email campaigns, and social media content in a consistent brand voice, enabling faster content creation without sacrificing quality.





ARTICLE

6 tools we recommend for a perfect video set-up

Looking to upgrade your video call experience? Whether you're hosting webinars, leading team meetings, or joining client calls, the right gear makes all the difference. Here are **6 tools we trust** to help you look and sound your best.

Lighting options

Whellen
(clip-on Light)

Lume
Cube
(webcam light)

Pixel Ring
Light
(desk light)

Microphones

Jabra
Evolve 2
65flex
(for conf calls)

Elgato
Wave:3
(for noisy
environments)

AKG
P220
(for a pro quality)

More tips?

Check out the [Livestorm blog](#) packed with tips, tricks, and expert insights to take your marketing to the next level.

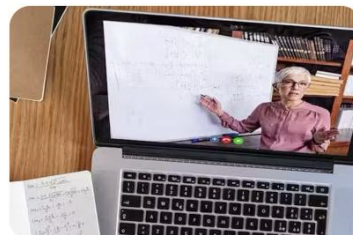


Marketing

How to Build a Lead Generation Funnel in 7 Steps

Discover how to build a lead generation funnel in 7 steps. Attract prospects, guide their customer journey, and boost conversions with a lead funnel.

June 27, 2025



Education

What Is Virtual Learning? A Guide for Teachers & Instructors

Livestorm's in-depth guide for educators looking for a deeper understanding of virtual learning methods and online teaching software.

June 19, 2025



Marketing

How to Create a Webinar Marketing Strategy (+5 Tactics to Use)

Learn how to create a successful webinar marketing strategy. Discover 5 promotion tactics to market webinars, boost attendance, and generate leads.

June 13, 2025



Education

10 Virtual Classroom Rules and Expectations to Practice

Avoid problems during lessons with our set of virtual classroom rules for fun digital classes where people are engaged and excited to learn.

May 30, 2025

Discover our blog

MINI-GAME

Wordsearch puzzle

Your mission is to find **five marketing trends** to watch closely in 2026. These words are scattered across the grid and cleverly placed in various directions. Can you find the following five expressions?

LLMO - INFLUENCE MARKETING - AI ACT - ALLBOUND - HYBRID EVENTS

L	L	M	O	Y	Q	Z	K	D	J	V	X	F	W	U	I	P	N	R	I
X	E	V	F	C	T	O	M	P	W	E	H	G	Q	L	N	O	Z	B	N
A	G	H	D	M	L	A	U	R	Y	S	Q	J	I	K	T	S	C	G	F
Q	Z	R	Y	V	N	C	D	K	O	I	M	L	T	X	P	W	B	D	L
K	J	U	W	A	L	L	B	O	U	N	D	C	E	R	V	S	Y	H	U
R	B	P	Z	D	W	K	J	T	G	L	Y	U	F	O	Q	N	E	M	E
I	S	M	T	A	E	O	Q	C	L	A	R	V	K	P	J	H	D	C	N
W	N	B	Q	F	H	Y	B	R	I	D	E	V	E	N	T	S	A	L	C
C	X	V	K	R	G	W	A	F	Z	I	T	L	Y	H	U	O	Q	R	E
H	Y	F	D	J	V	P	U	S	K	X	M	D	N	B	G	T	W	I	M
D	L	I	N	A	Q	G	T	O	R	C	V	S	J	W	E	Z	K	L	A
B	O	T	X	S	B	U	I	Q	N	M	P	D	C	R	Y	V	G	J	R
F	A	S	C	J	K	Z	D	H	E	O	A	X	W	T	L	I	Q	M	K
E	M	Q	O	W	U	L	V	B	N	F	R	G	P	C	S	J	H	T	E
Z	U	W	V	T	I	N	L	X	A	Q	D	K	R	M	O	Y	C	B	T
A	W	A	I	A	C	T	M	B	V	G	N	L	J	W	Y	K	E	O	I
D	C	N	G	Y	O	E	P	U	S	I	H	R	T	V	A	Q	F	M	N
V	K	H	P	L	R	J	S	C	E	W	B	O	X	D	U	Y	G	K	G
S	P	B	A	T	F	M	Z	G	H	Q	I	C	L	E	N	J	R	D	K
M	J	O	Y	L	S	Q	K	D	V	U	A	R	N	P	F	B	C	X	O

1. AI ACT (row 16, left to right) | 2. LLMO (row 1, left to right) | 3. ALLBOUND (row 14, left to right) | 4. HYBRID EVENTS (row 8, left to right) | 5. INFLUENCE MARKETING (column 20, top to bottom).



Congratulations!

You've made it through the Livestorm Holiday Workbook. We hope you had as much fun as we did creating it for you!

Now that you've explored the latest trends, sharpened your marketing skills, and discovered new tools, you're ready to step into the new year with confidence and creativity.

As we wrap up, remember: marketing is all about **staying curious**, **experimenting**, and **evolving**.

Keep playing, keep learning, and most importantly, keep pushing the boundaries of what's possible.

We're excited to see how you take these insights and make them your own.

Planning to organize an online event?
Think Livestorm!

With our all-in-one event platform, you get seamless integration for webinars, conferences, and everything in between.

- ▶ Engage your audience with live polls, Q&As, and interactive sessions.
- ▶ Simplify your workflows with automated tools and easy-to-use analytics.
- ▶ Customize your events with branding options and personalized landing pages.
- ▶ Host without limits with no time restrictions or attendee caps....

Cheers to a bright future in marketing!

