

3-Part **Kubernetes** Webinar Series Timeline

Use this sequence when a technical book is the deep-dive asset and webinars, demos, and lifecycle emails guide the audience through the learning path.

1

Pre launch

Tease the launch and build up hype for the release.

2

Launch

Show the full agenda, the book, the speakers, and the learning promise.

3

REPEAT UNTIL ALL MAIN EVENTS ARE COMPLETED

Teaser

Engage and share the content of the webinar with the audience.

Are you upfront and showing the full content of the upcoming main event?

Webinar

Move the topic forward and make latecomers want to catch up.

Do the webinars create progression, not just a calendar of isolated talks?

Follow up

Share the recording, speaker links, book section, next step.

Do prep, reminder, no-show, attendee, and follow-up emails keep the rhythm?

Workshop

Show the implementation path after the mental model is in place.

Do demos, labs, workshops, or Q&A sessions reinforce the main lessons?

Follow up

Share the recording, speaker links, book section, next step.

4

Make it evergreen

Keep the learning path intact as an on-demand hub.