



WORKFLOW GUIDE —

HubSpot and Zoom Webinar

You will need:

- HubSpot form for webinar registration
- Landing page for webinar details with form embed
- Zoom synced with HubSpot
- Zoom Webinar subscription with an active webinar scheduled - need the Zoom webinar ID from that event
- Automated confirmation email for registration
- Optional: Automated email for pre-webinar engagement

