

STUDY

ONLINE

BUSINESS

WEBINAR

TRAINING

KNOWLEDGE



CALL FOR PROPOSALS

ABOUT THE PROGRAM

PURPOSE

Educate AFSA members on timely, educational topics that affects the financial services industry and impacts their business operations.

AUDIENCE

Each webinar will be marketed to executives and personnel at AFSA member companies – the key decision makers who design, develop, and implement strategies for their company's success.

CONTACTS

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If you are a subject matter expert, AFSA encourages you to submit a proposal to present. Premier Partner members will have priority on the webinar schedule.

We are looking for presenters who can:

- Present topics that are unique, engaging, and relevant to AFSA member companies
- Share research, white papers, or studies, the results of which directly affect how AFSA member companies do business

AFSA will review the proposal and consult with the appropriate subject matter expert at AFSA to determine if the selected subject is timely and of interest to AFSA members. If it is not, every effort will be made to refocus the topic.

ABOUT YOUR WEBINAR

- Must be educational, not promotional, in nature
- Must be vendor neutral
- Must be narrowly-focused and action oriented.
- Must be different from prior presentations at conference seminars or workshops. New information should be the focus.
- Each webinar should provide specific takeaways for the viewer.
- Webinars can be between 30-45 minutes and allow an additional ten minutes for questions and answers.
- A company may present one webinar per 12-month period.
- The price to present a webinar is \$4,000 and includes a variety of benefits.

PREPARING FOR YOUR WEBINAR

- Handouts and multimedia resources are encouraged! Be sure to send them, along with a completed PowerPoint presentation at least three weeks prior to the webinar date.
- AFSA may alter or modify titles and content to meet association or legal guidelines.
- A "dry-run" rehearsal of the webinar via a conference call is required at least three days prior to the webinar date.
- AFSA will provide marketing coverage for the webinar via its website, its weekly Newsbriefs newsletter, webinar alerts and its various social media accounts.
- Webinars will be moderated/produced by an AFSA staff person.
- Presenters may lead the webinar conversation to appropriately deliver content.
- Presenters will be introduced by an AFSA moderator, including contact information and a short biography, at the beginning of the webinar.
- Contact information may be displayed at the end of the webinar as well.

AFTER YOUR WEBINAR

- AFSA retains the exclusive rights to the recording of the webinar. The presenting Business Partner may link to it on AFSA's site and in certain cases, embed it in their own website with AFSA's expressed consent.
- Presenters will receive a detailed evaluation summary following their webinar completed by all attendees.

TIMELINE

TODAY

Complete and submit the webinar proposal form

THREE WEEKS PRIOR TO WEBINAR

Submit completed presentation and any handouts/multimedia resources

UNTIL YOUR WEBINAR

AFSA will market your webinar to its members

THREE DAYS PRIOR TO WEBINAR

Perform a dry run of your webinar via conference call

WEBINAR DAY

AFTER YOUR WEBINAR

AFSA will provide a detailed evaluation survey completed by webinar attendees