

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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SUBMIT YOUR WEBINAR TOPIC

If you are a subject matter expert, AFSA encourages you to submit proposed topics 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 re-focus 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 10 minutes for questions and answers.
- A company may present two webinars per 12-month period.
- The price to present a webinar is \$4,500 and includes a variety of benefits.
- Webinars must be presented within the calendar year booked.
- **Due to the popularity of AFSA's webinars, no refunds or credits will be issued. Requests to reschedule will be made on a space available basis, no later than 60 days in advance of the original schedule date.**



TIMELINE

Today

Submit your proposed topic and description to mberger@afsamail.org.

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

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.
- Two complimentary blog posts are included with your webinar; blog posts should be between 300-500 words, be educative in nature and can include tangential information about the webinar you're presenting.
- 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 *Capital Notes* newsletter, webinar alerts and its various social media accounts.
- Webinars will be moderated/produced by Marcy Berger, Membership Services Coordinator, AFSA.
- Presenters may lead the webinar conversation to appropriately deliver content.
- Marcy Berger will introduce presenters with a short bio and will moderate questions throughout or after the webinar.
- Contact information may be displayed at the conclusion of the program.

AFTER YOUR WEBINAR

- AFSA will post a PDF of the slides on its website and recording on AFSA's YouTube page with 30 days of access exclusivity for its members; afterward, the presenting company may use the video in any way they like with appropriate attribution.
- Presenters will receive a detailed evaluation summary following their webinar completed by all attendees.