

ABOUT THE PROGRAM

Purpose

Educate AFSA members on timely, educational topics that affect the financial services industry and impact 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.

Benefits

- Post-program recordings and handouts for continued exposure to AFSA members.
- Direct access to consumer finance industry decision makers.
- Registration and attendee report.
- Content-rich survey feedback and lead generation resources.

\$5,000 per Webinar* **Limit 2 per year**

**Available to AFSA Business Partners only.*

PROMOTING YOUR WEBINAR

- 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 are presenting.
- AFSA will provide marketing coverage for the webinar via its website, its weekly Capital Notes newsletter, webinar alerts and its various social media accounts.
- Contact information may be displayed at the conclusion of the program.
- AFSA will post a PDF of the slides on its website and are recorded 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 it likes with appropriate attribution.
- AFSA will provide one registration list for your post-webinar marketing outreach.

SUBMIT YOUR 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.

WEBINAR FAQ

- 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
- A company may present two webinars per 12-month period.
- The price to present a webinar is \$5,000 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.**