

Webinars are an effective way to grab ASHHRA (American Society for Healthcare Human Resources Administration) members' attention by educating them on best practices, effective solutions, and quality resources to advance the health care human resources profession. ASHHRA Webinars typically run 60 to 90 minutes in length. These learning opportunities are promoted to the entire ASHHRA membership (approximately 3,400 members), non-members, other PMGs ([Personal Membership Groups](#)) within the AHA via:

- Weekly E-blasts to approximately 12,000 health care professionals
- The ASHHRA website
- ASHHRA Twitter Page, Facebook, and Linked In
- ASHHRA & Institute For Diversity Newsbrief
- ASHHRA e-News Briefs

ASHHRA is an HR Certification Institute Approved Provider for renewal credit for PHR, SPHR and GPHR recertification. Content varies for each Webinar based upon the education schedule below and the most immediate needs of ASHHRA members.

Scheduling

Webinars are scheduled on Tuesdays, Wednesdays, and Thursdays of each month based on member demand and market conditions.

Qtr	Competency	Theme
Q1	Healthcare Business Knowledge	Health Care Business Knowledge – What Does Your CEO Need You to Know? Health Reform The Joint Commission Standards The Business of Health Care Quality / Risk Management
Q2	People Strategies	People Strategies – Are You Communicating With Your Employees? Succession Planning Employee Morale Employee Engagement Management and Professional Development Mentoring / Coaching
Q3	HR Delivery	Your Workforce – Are You Listening AND Understanding? Labor Relations / Labor Readiness Advocacy Unions Policy & Practice Organizational Commitment
Q4	Personal Leadership	Is Your Department Award Winning? Award Winning Departments Best Practices Background Screening Lean Processes Service Excellence



2011 Webinar Sponsorship Agreement

Sponsorship Type	Price	Benefits of Sponsorship
Standard Package	\$1,500	<ul style="list-style-type: none"> • Placement of sponsor logo on ASHHRA Website • Sponsor introduction at beginning of Webinar • Receive Webinar registration list with participant information • Will allow sponsor to be faculty to deliver Webinar topic to present and adhere to faculty guidelines (no sales pitches) • Webinar to be offered to ASHHRA members at reduced rate
Premiere Package	\$3,000	<ul style="list-style-type: none"> • Placement of sponsor logo and Web link to sponsor Website on ASHHRA Website, confirmations, e-blasts and other electronic communications as well as on presentation handouts • Sponsor introduction at beginning of Webinar and sponsor opportunity to speak at end of the Webinar • Receive Webinar registration list with participant information • Provide opportunity to include questions in post-Webinar survey • Receive post-Webinar survey feedback • Will allow sponsor to be faculty to deliver Webinar topic to present and adhere to faculty guidelines (no sales pitches) • Webinar to be offered to ASHHRA members at reduced rate • Webinar to be offered as <i>complimentary</i> up to ten sponsor colleagues and then at reduced rate • Recorded Webinar to be offered at a reduced rate with sponsor logo and web link in description • Receive Webinar recording purchaser's information • Recognition of sponsorship at ASHHRA Annual Conference

Sponsors who are able to provide the Webinar platform to ASHHRA members will be considered. Financial sponsorship may or may not be required as determined by ASHHRA. This type of sponsorship will be considered on a case by case basis. For further information, contact Jamie Macander at jmacander@aha.org.

Sponsor Commitment to ASHHRA

- Promotional and presentation information to endorse Webinar **six weeks in advance** of scheduled Webinar

Other Provisions

- ASHHRA has final determination of the content, length and date of Webinar
- Sponsor/Presenter will supply the necessary information to promote the Webinar at least six weeks in advance of the scheduled date
- Any promotions material may include a disclaimer statement that ASHHRA does not endorse the sponsor or its products
- All Webinar faculty will disclose their relationship with both ASHHRA and the sponsor; these relationships will be made known to the participants
- Sponsor recognizes that the Webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor
- Sponsored Webinars are an ASHHRA member benefit only (non-members are required to pay)
- As ASHHRA Webinars are noncommercial forums, the direct promotion of products and services is prohibited
- The presenter will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The sponsor is responsible for adhering to the timeline provided and the guidelines for submission outlined in this document
- Webinar registration will be closed if deemed necessary or canceled due to lack of interest



2011 Webinar Sponsorship Agreement

ASHHRA Webinar Sponsor Information

Company Name

Contact Name

Title

Address

City

State

Zip

Phone

Fax

E-mail

Presentation Topic

Webinar Month/Date Requested

Sponsorship Type: **Premiere Package \$3,000** **Standard Package \$1,500**

METHOD OF PAYMENT

Check order payable to: ASHHRA 319WEBSPON11
(If mailing a check, fax form to 312-422-4577 Attn: Jamie Macander)

Visa MasterCard AMEX Check Enclosed Please invoice to above address

Credit Card # _____ Expiration Date _____ Amount \$ _____

Name on Credit Card

Signature

How to submit:

Mail: ASHHRA P.O. Box 75315 Chicago, IL 60675-5315
Fax: 312-422-4577 Attn: Jamie Macander
Questions: Jamie Macander at 312-422-3729 or jmacander@aha.org



2011 Webinar Sponsorship Agreement

Please provide the following information regarding the Webinar:

Webinar Date & Time: _____

Webinar Title: _____

Presenter Names & Designations

Presenter Bio: Please provide headshot in .jpg format if possible

Brief Session Overview:

Length of Session:

Please Circle: 60 minutes 75 minutes 90 minutes

Learning Objectives

During this educational program, participants will learn and discuss (please use bulleted format):

- 1.
- 2.
- 3.

Important note: All presentations that are commercial in nature and/or attempt to sell specific vendor products and/or services will not be accepted. Registrants react negatively to sales presentations, and it is against the ASHHRA policy for speakers to support, endorse or promote a specific product and/or service. All presentations must be "commercial-free." Anyone who conducts a session in such a manner, will be removed from the ASHHRA list of speakers and will not be considered for future presentations. All presenters agree to forward the presentation in a PowerPoint template and will be required to participate in an instructional call to learn how to navigate through the Webinar online software prior to the date of the Webinar. Presenters must allow up to adequate time for Webinar. Presentation must be at least 60 minutes and allow for 5-15 minutes of question and answer period.

I agree with ASHHRA terms and conditions of this Webinar Agreement.

Signed: _____ Date: _____

<p align="center">Please return this form to: Jamie Macander, Education Specialist ASHHRA of the AHA 155 N. Wacker Drive, Suite 400, Chicago, IL 60606 Phone 312-422-3729 Fax 312-422-4577 jmacander@aha.org</p>
