

Webinar Sponsorship Benefits

Do you have a best practice or solution to offer ASHHRA members?

Consider hosting a webinar to share your expertise with the premier network of healthcare human resource professionals.

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 resource profession.

ASHHRA webinars typically run 60 to 75 minutes in length. These learning opportunities are promoted to the entire ASHHRA membership (approximately 3,500 members), non-members, other PMGs ([Personal Membership Groups](#)) within the AHA via:

- E-blasts to approximately 60,000 health care professionals
- The ASHHRA website
- ASHHRA Social Networks (twitter, facebook, and Linked In)
- ASHHRA and Institute For Diversity e-Newsbrief
- ASHHRA e-News Briefs
- Affiliated ASHHRA Chapters
- ASHHRA Weekly

PRE WEBINAR

- Identify a hot topic and speaker and ASHHRA will take care of the logistics including marketing, registration, communication, production and facilitation.
- Recognition with logo and link to sponsor's website on all ASHHRA marketing materials that are sent out to members and prospects to promote the webinar
- Recognition with sponsor logo on the webinar page of the ASHHRA website
- Sponsors (vendors or consultants) can select a presenter(s) to deliver an educational webinar as approved by ASHHRA

DURING WEBINAR

- Verbal recognition of sponsorship during the introduction and closing of the webinar
- Sponsor contact information at the end of presentation

POST WEBINAR

- Logo with link to sponsor's website
- Webinar recorded and available to sponsor
- Receive a list containing registered participant demographic information that can be used for ONE time email communication and ONE time mail communication
- Provide up to five questions in post-webinar feedback survey
- Receive post-webinar survey feedback survey results

Additional Sponsorship Details

- Webinar will be offered as complimentary to members and non-members will be charged a nominal registration fee
- The webinar will be recorded and may be used for inclusion on the eLearning Network and/or ASHHRA Toolkits if approved by ASHHRA
- ASHHRA is an HR Certification Institute Provider for renewal credit for PHR, SPHR, and GPHR recertification
- ASHHRA is authorized to award pre-approved American College of Healthcare Executives (ACHE) Qualified Education credit toward advancement or recertification
- Content varies for each webinar based upon the education schedule and the most immediate needs of ASHHRA members
- Sponsors/hosts who are able to provide the webinar platform to ASHHRA members are encouraged, please contact Jamie Macander at jmacander@aha.org

The ASHHRA 2011 Member Feedback Survey results indicated that ASHHRA webinars **are the most preferred method for learning** and the second most valuable member benefit.



2013 Education Schedule

| | | |
|------------------|------------------------------------|---|
| Quarter 1 | <i>January, February, March</i> | Inclusion Future of workforce trends / models Diversity and inclusion topics Business of health care Tools for health care HR jobs |
| Quarter 2 | <i>April, May, June</i> | Engagement Employee / Physician Engagement Quality / Risk Management Physician Integration Patient Satisfaction |
| Quarter 3 | <i>July, August, September</i> | The Workforce Labor Relations Advocacy / ASHHRA Advocacy Committee Hill Visit Policy and Practice Organizational Commitment |
| Quarter 4 | <i>October, November, December</i> | People Strategies Succession Planning Culture Employee Engagement Management and Professional Development Mentoring / Coaching Talent Management |

Sponsor Commitment to ASHHRA

- All presentation information for webinar must be provided at least **six weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements, and facilitation of other logistics
- \$4,000 for 60 to 75 minute webinar using ASHHRA webinar platform on Tuesday, Wednesday, or Thursday at 12pm CT
- Must be education focused and noncommercial presentation delivering a best practice, resource, or solution
- Webinar presentation delivered by an HR practitioner will yield greater attendance and is strongly recommended

Other Provisions

- ASHHRA has final determination of the content, length, and date of webinar
- Any promotional material may include a disclaimer statement that ASHHRA does not endorse the sponsor or its products
- Webinar presenter(s) 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 or host
- Sponsored complimentary 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/sponsor 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/presenter 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 or participation



Please complete the following information

Sponsoring Organization

Primary Contact

Title

Address

City

State

Zip

Phone

Fax

Email

Presentation Topic

Month Preferred (all webinars take place on Tuesday, Wednesday, or Thursday at 12pm CT)

METHOD OF PAYMENT

Check order payable to: ASHHRA 319WBNSPON12

Choose One: Visa MasterCard American Express or Check Enclosed*

Credit Card # _____

Expiration Date _____ Amount \$ _____

Name on Credit Card _____

Signature _____ Date _____

How to submit this payment form:

Mail: ASHHRA P.O. Box 75315 Chicago, IL 60675-5315

Fax: 312-422-4577 Attn: Jamie Macander

Questions: 312-422-3720 or ashhra@aha.org

*If mailing a check, fax form to 312-422-4577 Attn: Jamie Macander



Please provide the following information to jmacander@aha.org

SPONSOR

Please provide the following information regarding the sponsored webinar

- Webinar title
- Presenter name, title, and organization
- Presenter bio
- Brief webinar summary
- Length of webinar
- Three specific and deliverable learning objectives (e.g. after this webinar, participants will be able to)
- Brief summary of sponsoring organization for introduction

WEBINAR PRESENTER

Please provide the following information regarding the sponsored webinar

- Provide presentation in a PowerPoint template one week prior to webinar date (no animation please)
- Participate in a quick, instructional call (dry run) to learn how to navigate through the webinar platform
- Presentation must be at least 60 minutes and allow adequate time for 5-15 minutes of question and answer period.

Important note: All presentations that are commercial in nature and/or attempt to sell specific vendor products and/or services will NOT be accepted. Participants react negatively to sales presentations as part of an educational event. It is against the ASHHRA policy for presenters 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 faculty database and will not be considered for future ASHHRA educational opportunities.

I agree with ASHHRA terms and conditions of this webinar agreement.

Signed: _____ Date: _____

Please return this form to ASHHRA

Attn: Jamie Macander | 155 N. Wacker Drive, Suite 400, Chicago, IL 60606
Phone 312-422-3720 | Fax 312-422-4577 | ashhra@aha.org

