

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 health care human resource professionals.

Webinars are an effective way to grab the attention of ASHHRA (American Society for Healthcare Human Resources Administration) members 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, and other PMGs ([Personal Membership Groups](#)) within the AHA via:

- E-blasts to approximately 40,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Professionals Networking sites (Twitter and Linked In)
- ASHHRA and Institute For Diversity e-Newsbrief
- ASHHRA e-News Briefs
- ASHHRA Weekly
- Affiliated ASHHRA Chapters
- ASHHRA Regional Consultants
- ASHHRA Mentoring Group
- ASHHRA Annual Conference Registrants.

PRE WEBINAR

- Identify a subject aligned with the educational schedule as well as provide the presenter(s)
- 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) to select a presenter(s) to deliver an educational presentation to 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

- Sponsored webinar will be offered as complimentary to members and a registration fee will be charged for non-members
- The webinar will be recorded and may be used for inclusion on the eLearning Network and/or ASHHRA Toolkits if approved by ASHHRA
- Content varies for each webinar based upon the education schedule and the most immediate needs of ASHHRA members

ADDITIONAL HOSTING OPPORTUNITIES

- Educational sponsors/hosts/presenters who are interested in delivering a webinar to ASHHRA members and are able to provide the webinar platform (e.g. GoToMeeting or WebEx) are encouraged and sponsorship fees may not be required
- Please contact ASHHRA at ashhra@aha.org to discuss options and opportunities.

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



2014 Education Schedule		
Quarter 1	<i>January, February, March</i>	Healthcare Business Knowledge Healthcare Reform / ACA Value Based Contracting HRs Role in ACOs HCAHPS / Patient Satisfaction Mergers and Acquisitions Certification
Quarter 2	<i>April, May, June</i>	The Workforce Inclusion and Affirmative Action Plans Workplace Violence Multi-generational Workforce Mentoring / Coaching Engagement (Benefits / Employee Incentives) Networking
Quarter 3	<i>July, August, September</i>	HR Delivery HR as a Business Partner HR Metrics Benefits and Compensation Operational Efficiencies ADA, FMLA, Workers Compensation Training
Quarter 4	<i>October, November, December</i>	People Strategies Succession Planning Culture of Health / Wellness Population Health Management Leadership Development Strategic Commitment Continuing Education Preparing for Retirement

Sponsor/Host 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.



2014 Webinar Sponsorship Agreement

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 (ASHHRA 319WBNSPON14)

Choose One: Please send invoice or Check Enclosed* (check payable to: ASHHRA 319WBNSPON14)

Sponsorship Amount: \$4,000

Signature _____ **Date** _____

How to submit this form:

*If paying by check, please mail to ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315

For an invoice please fax to 312-422-4577 or email ashhra@aha.org



In order to confirm your webinar, please provide the following information to ashhra@aha.org

WEBINAR PRESENTER, HOST, and/or SPONSOR

Please provide the following information regarding your 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(S)

Please note the following requirements for your 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 sponsorship agreement.

Signed: _____ Date: _____

Please return this form to ASHHRA
155 N. Wacker Drive, Suite 400 | Chicago, IL 60606
Phone 312-422-3720 | Fax 312-422-4577 | ashhra@aha.org

