

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 on best practices, effective solutions and quality resources to advance the health care human resource profession.

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

- E-blasts to approximately 30,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Social Networking sites (Facebook, Twitter and LinkedIn)
- ASHHRA and Institute For Diversity e-Newsbrief
- ASHHRA e-News Briefs
- ASHHRA Insider
- Affiliated ASHHRA Chapters
- ASHHRA Regional Consultants
- ASHHRA Annual Conference Registrants.

PRE WEBINAR

- Sponsor identifies 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

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 three 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 other ASHHRA education platforms
- Content varies for each webinar based upon the education schedule and the most immediate educational needs
- Webinar content to fit in within educational calendar and be approved by ASHHRA, AHA and learning and education committee
- Webinar presentation delivered by an HR practitioner will yield greater attendance and is strongly recommended.

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



 Q1 Spring 2017 HR Delivery		
Recall	Application	Analysis
<p>HR programs to reduce risk and manage costs</p> <p>Due diligence for potential mergers and acquisitions</p> <p>Workforce analytics (dashboards, benchmarking, HR metrics, predictive modeling, translating data to help make decisions)</p>	<p>Updating job descriptions</p> <p>Metrics and analytics</p> <p>Managing employee leave</p>	<p>Audits for health care employers</p> <p>Recognition programs</p> <p>ROI on leadership development programs</p>
 Q2 Summer 2017 Healthcare Business Knowledge		
Recall	Application	Analysis
<p>Health care specific standards (CMS, TJC)</p> <p>Culture of health and population health</p> <p>Physician leadership basics</p>	<p>Quality improvement initiatives</p> <p>Supporting the front line</p> <p>Creating culturally competent care</p>	<p>Business of health care</p> <p>Designing new and shifting roles of the future</p>
 Q3 Fall 2017 People Strategies		
Recall	Application	Analysis
<p>Review policies around performance and desired competencies</p> <p>Recruitment programs</p> <p>Succession planning</p>	<p>Successful leadership development programs</p> <p>Onboarding new physicians</p> <p>Nurse recruitment and retention</p>	<p>Employee relations best practice</p> <p>Reviewing your talent pipeline</p> <p>High performing cultures</p>
 Q4 Winter 2017 Personal Leadership		
Recall	Application	Analysis
<p>Leadership competencies</p> <p>HR's role in strategic planning</p>	<p>Coaching staff and executives</p> <p>How to be a resource to senior leaders</p>	<p>Interview with the CHRO and CEO</p>



Sponsor Commitment to ASHHRA

- Webinar content to fit in within educational calendar and be approved by ASHHRA, AHA and learning and education committee
- Webinar content provided prior to at least **four weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics
- Must be education focused and a noncommercial presentation delivering a best practice, resource or solution
- \$5,000 for 60 minute webinar using ASHHRA webinar platform on Tuesday or Thursday at 12:00 p.m. CT.

Other Provisions

- 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 will be canceled if deemed necessary or due to lack of interest or participation.

Please complete the following information

Sponsoring Organization

Primary Contact

Title

Address

City

State

Zip

Phone

Email

Presentation Topic

Preferred month

METHOD OF PAYMENT (ASHHRA 319WBNSPON17)

Choose One: Please send invoice or Check Enclosed* (check payable to: ASHHRA 319WBNSPON17)

Sponsorship Amount: \$5,000

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

