

## 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:

- Eblasts to approximately 28,000 health care professionals
- ASHHRA website
- ASHHRA Online Store
- AHA Online Store
- Social Networking sites (Facebook, Twitter and LinkedIn)
- ASHHRA and Institute For Diversity eNewsbrief
- ASHHRA eNews Briefs
- ASHHRA Insider
- Affiliated ASHHRA Chapters

# Webinar Sponsorship Agreement

## Sponsorship Benefits

### PRE-WEBINAR

- Sponsor identifies a topic aligned with the educational schedule as well as provide the presenter(s) (Inclusion of at least one practitioner strongly preferred)
- ASHHRA will be responsible for the webinar logistics including marketing, registration, communication, production and facilitation
- Sponsor logo and link to sponsor's website included on all ASHHRA marketing materials
- Sponsor logo included on the webinar page of the ASHHRA website

### DURING WEBINAR

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

### POST WEBINAR

- Logo with link to sponsor's website included on post webinar communication
- Sponsor may provide up to three questions to be included in post-webinar feedback survey
- Sponsor receives post-webinar survey feedback survey results

### ADDITIONAL SPONSORSHIP DETAILS





- Sponsored webinar will be offered as complimentary to ASHHRA members and a registration fee (to be determined by ASHHRA) will be charged for non-members
- The webinar will be recorded and used on other ASHHRA education platforms
- Content varies for each webinar based upon the education schedule and the most immediate educational needs
- Webinar content must fit with the ASHHRA educational calendar and be approved by ASHHRA, AHA and the learning and education committee
- Presentations delivered by an HR practitioner will yield greater attendance and is strongly recommended.



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

## ASHHRA 2017 Educational Schedule based on the HR Leader Model

Learn more about the HR Leader Model at [ashhra.org/HRLeader](http://ashhra.org/HRLeader)

	<b>Q1 Spring 2018</b> <b>People Strategies</b> Articles due December 1; Mail January 30, 2018
<b>Topics:</b> <i>Recruitment and Retention</i>	
<i>Example subject matter may include:</i> <ul style="list-style-type: none"><li>• <i>Strategies to retain frontline employees such as CNA's, Medical Assistants, etc.</i></li><li>• <i>Applicant Software: Is your software outdated and possibly deterring qualified candidates?</i></li><li>• <i>Workforce Planning</i></li></ul>	
	<b>Q2 Summer 2018</b> <b>HR Delivery</b> Articles due March 6; Mail May 15, 2018
<b>Topics:</b> <i>Compliance and Transactional Work</i>	
<i>Example subject matter may include:</i> <ul style="list-style-type: none"><li>• <i>How you have used transactional work components have helped your organization achieve its strategic goal.</i></li><li>• <i>Tools to measure employee benefits are in line with regional marketplace standards.</i></li><li>• <i>Cybersecurity: What does it mean in a HIPAA environment</i></li></ul>	
	<b>Q3 Fall 2018</b> <b>Personal Leadership – Conference Issue</b> Articles due June 5; Mail August 14, 2018
<b>Topics:</b> <ul style="list-style-type: none"><li>• <i>Build trust through collaboration and consultation with stakeholders within the organization</i></li><li>• <i>Inspire, influence and motivate others</i></li><li>• <i>Champion continuous learning and self-growth</i></li></ul>	
<i>Example subject matter may include:</i> <ul style="list-style-type: none"><li>• <i>Employee training programs geared towards understanding diverse patient populations</i></li><li>• <i>Benefits of an employee recognition program and its effect on the morale of the organization</i></li><li>• <i>The ROI an professional development and certifications within the health care field</i></li></ul>	
	<b>Q4 Winter 2018</b> <b>Healthcare Business Knowledge</b> Articles due September 5; Mail November 14, 2018
<b>Topics:</b> <i>HR Leaders role in strategic and organizational development</i>	
<i>Example subject matter may include:</i> <ul style="list-style-type: none"><li>• <i>Implemented programs that contribute to the organization end of year financial goal</i></li><li>• <i>Patients as “customers”, how do you market your organization?</i></li><li>• <i>Understanding how high level recruitment adds to the business value.</i></li></ul>	



**Sponsor Commitment to ASHHRA**

- Webinar content to fit in within educational calendar and be approved by ASHHRA, AHA and Learning & Education committee
- Webinar content provided prior to at least **six to eight weeks in advance** of scheduled webinar for suitable marketing time, continuing education requirements and facilitation of logistics
- Must be educational 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**

- Webinar will be copyrighted by ASHHRA; no license to the content is granted to the sponsor or host
- Webinars are an ASHHRA member benefit only (non-members are required to pay registration fee. Registration fees are determined by ASHHRA)
- 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 by ASHHRA if deemed necessary or due to lack of interest or participation.

Please complete the following information

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Sponsoring Organization

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Primary Contact Title

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Address

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City State Zip

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Email Phone

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Presentation Topic Preferred month

**METHOD OF PAYMENT (ASHHRA 319WBNSPON17)**

	Request an Invoice	Submit completed form: Fax: (312) 422-4577 or email: <a href="mailto:ashhra@aha.org">ashhra@aha.org</a>
	Check ( <i>Payable to: ASHHRA 319WBNSPON17</i> )	Mail completed form to: ASHHRA, P.O. Box 75315, Chicago, IL 60675-5315



Sponsorship Amount: \$5,000

Signature \_\_\_\_\_ Date \_\_\_\_\_

