



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 90 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:

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

The *ASHHRA 2011 Member Feedback Survey* results indicated that ASHHRA webinars are:

- the second most valuable member benefit
- the most preferred method for learning

Scheduling

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

Qtr	Competency	Theme
Q1	Healthcare Business Knowledge	Physician Engagement Physician Recruitment Executive Compensation Orientation/Integration
Q2	People Strategies	Employee Engagement Health Reform The Business of Health Care Quality / Risk Management Medicare
Q3	HR Delivery	The Workforce Labor Relations / Labor Readiness Advocacy / Hill Visit Unions Policy & Practice Organizational Commitment Recruitment/Retention
Q4	People Strategies	People Strategies Succession Planning Employee Morale Employee Engagement Management and Professional Development Mentoring / Coaching Talent Management

ASHHRA is an HR Certification Institute 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.

2012 Webinar Hosting Agreement

Sponsorship Type	Price	Benefits of Sponsorship
Standard Package	\$1,500	<ul style="list-style-type: none"> • Placement of host logo on ashhra.org • Host introduction at beginning of webinar • Receive webinar registration list with participant information • Will allow host 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 host logo and web link to sponsor website on ASHHRA website, confirmations, e-blasts and other electronic communications as well as on presentation handouts • Host 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 survey results • Will allow host to be faculty to deliver webinar topic to present and adhere to faculty guidelines (no sales pitches) • Webinar to be offered to ASHHRA members as free/complimentary • Webinar to be offered as complimentary up to ten sponsor colleagues and then at reduced rate • Recorded webinar may be offered at a reduced rate with host logo and web link in description on the ASHHRA eLearning Network

Hosts who are able to provide the webinar platform to ASHHRA members are encouraged, please contact Jamie Macander.

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 ashhra@aha.org

Host 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
- Host/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
- Host recognizes that the webinar will be copyrighted by ASHHRA; no license to the content is granted to the host
- 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 host 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

2012 Webinar Hosting Agreement

ASHHRA Webinar Host Information

Company Name

Contact Name

Title

Address

City

State

Zip

Phone

Fax

Email

Presentation Topic

Webinar Month/Date Requested

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

METHOD OF PAYMENT

Check order payable to: ASHHRA 319WEBSPON12
(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: 312-422-3720 or ashhra@aha.org

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 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:** _____

Please return this form to:

ASHHRA of the AHA

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ashhra@aha.org