



# SPONSORED WEBINAR INFORMATION

Details	
<b>Webinar Details</b>	<ul style="list-style-type: none"> <li>• The topic, speakers and content must be timely, relevant, and mutually agreed upon with CMSA.</li> <li>• There may be only one sponsor per webinar.</li> <li>• The presentation must be non-commercial and non-bias.</li> <li>• Presentation must be at least 60 minutes and may include 5-10 minutes of Q&amp;A, if desired.</li> <li>• The date and time must be mutually agreed upon with CMSA               <ul style="list-style-type: none"> <li>○ Minimum of 6 weeks prior to date is required for content development, marketing and final preparation.</li> </ul> </li> <li>• CMSA will be the host and provide the necessary technology.</li> <li>• CMSA will process registrations and collect participant information.               <ul style="list-style-type: none"> <li>○ Attendees must pre-register in order to participate in the webinar.</li> <li>○ CMSA does not release attendee contact information to sponsor at any time.</li> </ul> </li> <li>• Both CMSA and the sponsor will market the webinar to their respective contacts and potential participants.</li> <li>• CMSA will promote program through multiple media including email, social media, and website.</li> <li>• Webinars will be recorded and published on CMSA’s education platform for one-year and available for viewing within 24 hours of the completion of the webinar, unless specifically instructed otherwise at the start of the webinar planning process.</li> <li>• Webinars will be free to members. Non-Members will be charged \$40 to attend unless otherwise negotiated with the sponsor.</li> </ul>
<b>Getting Started</b>	<p><b>Items due to CMSA within 6 weeks of scheduled presentation.</b>  <i>These items are necessary for the filing of continuing education credits and setup of the presentation registration and promotions.</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Title of Presentation</li> <li><input type="checkbox"/> Abstract / Description (2-3 paragraphs)</li> <li><input type="checkbox"/> 3-4 Learner Objectives</li> <li><input type="checkbox"/> For topics geared to social work audience, please submit 10 Quiz Questions (<i>7 multiple choice and 3 True / False</i>)</li> <li><input type="checkbox"/> Speaker Name(s) &amp; Credentials</li> <li><input type="checkbox"/> Speaker Bio(s)/CV</li> <li><input type="checkbox"/> Speaker Headshot(s)</li> <li><input type="checkbox"/> Speaker email(s) to set up panelist access to webinar</li> <li><input type="checkbox"/> Copy of slide presentation           <ul style="list-style-type: none"> <li>▪ Final version will be converted to a handout for attendee access.</li> </ul> </li> </ul>
<b>Investment</b>	Sponsorship fee is \$5,000.
<b>Staff Contact</b>	Michele Lee, Member Services Manager 5034A Thoroughbred Ln, Brentwood, TN 37027 P: (615) 432-0101 E: <a href="mailto:mlee@parthenonmgmt.com">mlee@parthenonmgmt.com</a>

## FREQUENTLY ASKED QUESTIONS

**1) *How does CMSA promote webinars?***

Through email lists, social media, and CMSA website. The more lead-time, the more promotion the webinar can receive. Ideally, 6-8 weeks is optimal to allow time for setup and marketing, as well as time to apply for continuing education. Sponsor should market to their contact list as well. *CMSA cannot begin setup and promotions until payment for the webinar is received.*

**2) *What is the best time and day of the week to conduct a webinar?***

Participants will be located from coast to coast. While there is no optimum timeframe that will automatically reach all participants for each coast and between, the optimal days are usually **Tuesday, Wednesday or Thursday**, and best time is either **11:00 AM or 12:00 PM Central**. Since the webinars are recorded, this will allow those who missed the live to still participate in the education at their convenience.

**3) *Does CMSA post the webinar on the CMSA website, and if so, how long is it there?***

Yes. The recorded webinar and materials will be hosted on CMSA's education platform for one year to allow additional participation and educational opportunities to CMSA Members.

**4) *What is the difference in attendance of webinars offering CEs compared to those not offering CEs?***

We do not have solid statistics on how many would not have attended if there were no CEs. Attendance can vary based on the participants interest in the topic presented. Continuing education is always a plus while learning!

**5) *Can the sponsor post a link to the webinar on their own website?***

The sponsor may promote the webinar on their website. Participants would still need to register through CMSA and participate in the webinar through CMSA in both the live and recorded formats.

**6) *If someone participates in the webinar at a later date (not live) can they still earn CEs?***

Yes, the recorded webinar will remain on CMSA's education platform up to one year and may be accessed to view and earn CE's during that time.

**7) *Can the sponsor repurpose the webinar at other events (such as a local chapter meeting)?***

The content of the presentation may be presented again in other educational offerings. However, the sponsor would need to work with that organization to schedule, promote, apply for CE's and manage the webinar and its attendees. This would become a new agreement with that organization. All access to the webinar with CMSA National would need to be redirected back to the CMSA National education platform only.

**8) *Can attendees "opt in" to give sponsors access to their contact info (emails, phone #s, etc.)?***

CMSA does not track participants in whether they will allow the sponsor to contact them. However, during the presentation, the sponsor may share their contact information in a contact slide and let attendees know how to contact the organization with questions or for more information. This allows the participant to choose whether they wish to communicate with the sponsor.

**9) *Do attendees need to pay if a sponsor is paying the \$5,000?***

No, if a webinar is sponsored, it will be available CMSA Members at no cost even if CEs are offered. Sometimes, there may be a slight charge for **non-members**.

**10) *Does the sponsor need to apply for CEs?***

As part of the management of the webinar, CMSA will apply for CE's for this presentation. CMSA will file, issue certificates, and maintain attendance records for 5 years to adhere to the requirements of the certification and licensing bodies.