

NHCAA

Partner Webinar

Our Partner Webinars are well attended, garnering nearly 1,000 registrations with a 66% participation rate. The Partner is responsible for providing a short abstract, title, and all speaker information for marketing purposes. The Partner will be using their own registration and webinar platform(s). This allows the Partner to capture all contact information on each registrant while using the webinar platform you and your team are most comfortable with.

- *Only available to NHCAA Supporting Members. NHCAA Partner Webinars are very popular.*
- *NHCAA only permits one (1) webinar a week.*
- *Each Supporting Member company is limited to two (2) per calendar year.*

Partner Responsibilities

The Partner will provide the following information 4-6 weeks prior to the Webinar so that NHCAA can begin marketing:

- Webinar Title – catchy, no longer than 6-8 words
- Description – (150-200 word)
 - Please include: topics covered, who should attend, any benefits of attending.
 - NHCAA strongly suggests that the Partner not use speakers with “sales” or “marketing” in title, and that the focus of the webinar **not be** a direct marketing pitch.
 - Be specific to attract relevant registrants and to reach your target audience.
 - Bulleted lists are encouraged.
- Speaker(s) Information – Name, job title, company affiliation, and headshot (optional)
 - Co-presenter from client company or other industry experts are highly encouraged.
- Provide complimentary registration platform for ALL participants
- Provide NHCAA with a link to the webinar registration in advance of the Webinar
- After webinar, provide NHCAA with registration and participation totals.

NHCAA Responsibilities

NHCAA will:

- Consult, upon request, with Partner on content and learning objectives to encourage maximum participation
- Provides timeline with dates and deadlines
- Ensure Partner logo recognition on all promotional materials
- Send **2** emails advertising the webinar to the NHCAA Marketing List (10k+ distribution)
- If promotional materials are received timely, webinar will also be promoted in the Smart Brief newsletter.
- Offer **1** CPE hour to webinar participants towards AHFI certification requirements
- Provide a link to the Partner for attendees to complete a webinar attestation and evaluation
- Send attestation and evaluation results once complete.

NHCAA

Partner Webinar

Partnership Fee

Partner will pay a “Partnership Fee” of **\$6,000** for the Partnership and will host the webinar utilizing proprietary platform of Partner’s Choice. An invoice will be provided once the webinar has been scheduled and is due within 30 days.

NHCAA

Partner Webinar

Request Form

Contact Person	
Name	
Title	
Organization	
Phone Number	
Email	

Dates for Hosting Partner Webinar – TUESDAY PREFERRED		
Month requested	Option 1 (date)	Option 2 (date)

Proposed Webinar Topic	
Title	
Description <i>(150-200 words)</i>	
Speakers <i>(Name and title)</i>	
Additional information	

Logistics	
Will you provide an opt out list for marketing emails?	YES // NO If yes, the list will be needed 4-6 weeks in advance of the webinar.