

## PARTNER WEBINARS

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THIS BENEFIT IS FOR ALL  
CORPORATE PARTNERSHIP  
SPONSORS

Webinars are held on the Tuesday and Thursday of each month from 1:00 -2:00 pm ET.

The Advancing Leadership Webinars offer professional development with AAAA Partner firms through monthly webinars that include eligibility of CFP® Continuing Education credits (with exception of practice development credit limitations). The presentation time is 60 minutes. Please allow approximately 10 minutes for Q&A during the 60-minute session

**Schedule:** Webinars can be scheduled by contacting Chelsey Johnson at [office@aaafainc.org](mailto:office@aaafainc.org)

**Session Recording:** Sessions are recorded and will be shared with host(partner) and registrants upon requests. Additionally, the presentation will be added to our Resource Library within the members-only portal for ongoing access. Partners are provided a copy

**Video Conferencing Platform:** The sponsoring firm must agree to use AAAA's video conferencing software, Zoom. AAAA will arrange the webinar and grant presenter capabilities to the speaker(s).

**Webinar Material:** AAAA will need your consent to share any branded documents that you are using during your webinar.

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### INSTRUCTIONAL GUIDE

#### 1

##### SCHEDULED SESSION DATE

45-60 days before session

Please schedule your webinar using the webinar submission form. It is important to note that due to the limited webinar slots and the timing necessary to announce the events, we kindly ask that any changes to the date must be done within 45 days of the scheduled event. If the event is canceled within this window, your organization will forfeit this benefit.

#### 2

##### FORM AND PRESENTATION SUBMISSION DEADLINE

4 weeks before session

Please forward the Webinar Request Form, the presentation, and any supporting materials for attendees at least four (4) weeks prior to your scheduled session to [office@aaafainc.org](mailto:office@aaafainc.org). Include "Webinar Presentation Request" in the subject line of your email submission.

- Title of the webinar
- Headshot and bio for speaker
- The Webinar Request Form

Please adhere to the requested timeline to afford us the opportunity to submit the information to the CFP Board for CE credit and market your webinar. If you choose to share additional information or resources, AAAA will email the content to our registrants on your behalf.

#### 3

##### ZOOM DETAILS AND WEBINAR RUN-OF-SHOW

Once an AAAA representative receives your requested information, registration and webinar will be created and sent to the speakers and key contact. There will be an email from Zoom and from an AAAA representative of confirmation. Registration details will be posted on our website at [www.aaafainc.org/events](http://www.aaafainc.org/events). Scheduling a 30 minute "Dry Run" or practice session is recommended and should be scheduled at least two weeks before the presentation date on a Tuesday between 12-2:00 pm ET. For a practice run-through, please utilize the same device that will be used for the formal presentation as well.

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##### MARKETING

##### 4 Weeks Before Session

Promotions for your webinar will be sent three weeks before the session.

- **Newsletter:**

1. There will be a brief description and the registration link of the event every two weeks.
2. There will be a webinar reminder every week showcasing the speaker and a description of the topic.

- **Instagram and LinkedIn:**

3. We will send out weekly promotions on our social media platforms

#### 5

##### THE EVENT

On the day of the webinar we will open the practice session at 12:45 pm ET to provide time for greetings, practice and to ensure all audio and visuals are working accordingly. The speaker will have the option to receive their live Q&A during the presentation or after. The live Q&A will be delivered by an AAA representative or a partner host. After the session ends, you will receive the attendee list. We will send the presentation and the speaker's contact information to the attendees. We will post a final thank you advertisement to our social page.

#### 6

##### TECHNOLOGY

Prepare for your upcoming webinar by setting up a Zoom test call at <http://zoom.us/test>.

It is recommended to test 30-45 minutes within the test meeting, to have the ability to check your internet connection, familiarize yourself with Zoom's video conferencing features, and adjust your audio and video before joining the meeting.