

Webinars / E-Mail Blast Specs

Webinars

1. Deadlines

- ▶ 16 weeks prior to live event
 - Sign contract
 - Schedule event date
- ▶ 14 weeks prior to live event
 - Payment due in full
- ▶ 12 weeks prior to live event
 - Submit Webinar Overview
 - Event Topic Title: Grab the attention of the audience and summarize the event's topic in 10 words or less
 - Description: A 100 word description/overview of the Webinar being presented. Include 4 bullet point benefits of attending the webinar along with key points being discussed
 - Speaker/Presenter Information: The name and title of the speaker(s) along with a short Bio (50 words) of each. Speaker(s) contact information including e-mail and phone number
- ▶ 8 weeks prior to live event
 - Graphics
 - Speaker(s) head shot photo; TIFF, JPG or EPS format; 300 dpi
 - Company logo; TIFF, JPG or EPS format; 300 dpi
 - Skyscraper ad; 120 x 600 pixels, JPG, GIF or GIF89a, 25k file size max, Linking URL
- ▶ 3 weeks prior to live event
 - Submit Presentation
 - PowerPoint Slides: The entire presentation to be presented by the speaker(s)
- ▶ 2 weeks prior to live event
 - Logistics
 - Polling Questions: Multiple choice or true/false questions that will be presented to the audience during the presentation
 - Plant Questions: Backup questions to use during the Q&A session if not enough audience questions are submitted
 - Phone number of presenter in case of technical issues during the live event

2. Specifics

- Event Length: 1 hour maximum, including Q&A. A typical agenda includes 5-10 minutes of introductions and the sponsoring company overview; 45-50 minutes of formal presentations; plus 5-10 minutes of question and answer session led by the speaker
- Presentation Format: PowerPoint with audio, streaming video, desktop sharing
- Content: Must be editorial and educational in nature; no "informercial" structures; all content must be reviewed and approved in writing by C.A.R. prior to any Webinar promotion or presentation

3. Guidelines

- For maximum attendance, hold the live event in the 11 a.m. Pacific time range
- Tuesday, Wednesday and Thursday are optimum attendee days for live events
- Schedule around holidays and trade shows
- Make your presentation visually interesting with the use of charts, audio, photos, and graphics
- Keep the event lively by encouraging participation through discussions, Q&As, polling, and idea generation

E-Mail Blasts

1. Deadlines

- ▶ 3 weeks prior to e-mail delivery date
 - Sign contract
 - Schedule blast date
 - Payment due in full
- ▶ 2 weeks prior to e-mail delivery date
 - Submit e-mail copy and graphics
 - Word count: 500
 - Company logo: TIFF, JPG or EPS format; 300 dpi
 - Web site URL

2. Policies

- All e-blasts are subject to final approval by C.A.R. and will adhere to C.A.R. format and privacy policies.
- C.A.R. does not sell, rent, or release e-mail addresses, user information, or lists in any capacity.

All webinar and e-mail blast content is subject to final approval by C.A.R. Content may be edited as required for grammar, space, and content.