



**AWCI**media  
ONLINE  
LEARNING  
SERIES:  
**WEBINAR**

After hosting the Online Learning Series of webinars for years, AWCI Media opens the opportunity to showcase companies' products and solutions through a captive webinar format. As the event's sponsor and presenter, organizations drive thought leadership and benefit from brand alignment with AWCI. Promoted through the association's media resources, AWCI's seasoned webinar team handles the webcast logistics, moderation and management. And with only one Partner Content webinar each month, organizations exclusively engage the audience delivered by AWCI Media.

**Net Rate: \$10,950**

**Contact** Joe Fernandez, (703) 538.1606, fernandez@awci.org, to schedule your Online Learning Series event.

**AWCI**media

# AWCI media ONLINE LEARNING SERIES: WEBINAR



## AWCI Media will:

- Promote the Online Learning Series webinar
- Host and facilitate the event
- Report registration numbers at the Final Run-Through Meeting
- Provide a post-webinar report including registrant list and available contact information

## Promotion in the Webinar Month include:

- **Print media:** AWCI's Construction Dimensions full-page ad
- **Blast media**
  - AWCI SmartBrief article
  - E:Dimensions feature
  - Two pre-webinar e-blasts
  - Reminder blasts to registrants prior to event
- **E-media**
  - Big Box banners on AWCI.org
  - Highlighting on AWCI Media Online Learning Series Page, [www.awci.org/education/webinar](http://www.awci.org/education/webinar)

- Inclusion on the AWCI Calendar page, [www.awci.org/upcoming\\_events](http://www.awci.org/upcoming_events)
- Appearance in the AWCI Calendar Highlights rotating box

## • Social media

- Promotion through AWCI's Facebook, LinkedIn and Twitter

## • Provide marketing materials for partner's promotional use

- Full-page ad, 250 x 250 Big Box banners

## Hosting and Facilitating Services

- AWCI's webinar team will review and troubleshoot the presentation, conduct the run-through and facilitate the actual webinar on the day of the event.

## Post-webinar Follow-up

- Registrant list and provided contact information
- Responses to sponsor's questions submitted for presentation during the webinar
- Link to webinar archived on the AWCI Media Online Learning Series Page and the AWCI Media YouTube channel
- Report compiling campaign promotional elements and exposure generated

## Sponsoring organizations submit materials within these guidelines, deadlines and understanding:

### First Deadline: Approximately 8 weeks prior to webinar (specific date in AWCI Media Planning Calendar)

**Purpose:** Provide AWCI materials for creation of marketing elements.

**Webinar Title:** Summarize the event's topic in two formats:

- Long Title: 8 words at most (to be used when space is available)
- Short Title: no more than 32 characters (to be used when space is limited)

**Webinar Description:** Summarize webinar content in two formats:

- Long form: 100 words at most (to be used when space is available)
- Short form: no more than 40 words (to be used when space is limited)

### Length of Presentation

Provide a best estimate of presentation time. Shorter is better. Maximum, while not recommended, is 40 minutes (30 minutes plus 10 minutes for Q&A). The presentation will be followed by a Q&A of no more than 20 minutes.

### Speaker(s) Information

- The name and title of the speaker(s)
- A short bio (50 words) of each speaker
- Head shot photo\* (300dpi, JPG, PNG format)
- Contact info for each speaker (email and phone number)

### Marketing Lead and Webinar Lead Contact Information

- Name, phone and e-mail for:
  - Marketing Lead – point of contact responsible for all materials due at first deadline.
  - Webinar Lead – point of contact responsible for all other program details due after the first deadline.

### Company Information

- Company name, one web address and logo\*

### Social Media Handles (optional)

- Provide your company's social media usernames if you'd like your company pages tagged in AWCI's social media posts
  - Facebook, LinkedIn & Twitter

### Graphic (optional)

- Include a separate graphic\*, if desired, to be included in the marketing campaign.

### Hashtags (optional)

- Up to five hashtags to be included in social media posts if space is available.

*\*Submitted graphics should high-resolution, at least 300 dpi, and in either JPG or PNG format. Graphics submitted in other formats may not be available for inclusion.*

### Kickoff Conference Call: Three Weeks Before the Webinar Date

**Purpose:** Introduction to webinar production lead, review of final materials due in two weeks, schedule of final run-through, troubleshoot additional questions, etc.

### Second Deadline: Two Weeks Before the Webinar Date

**Purpose:** Provide final webinar materials to be presented

**PowerPoint Presentation:** The slides to be presented by the speaker(s). Use AWCI's slide master template for a consistent look and feel throughout your presentation. Animations are permitted. Keep text short and to the point. Presentation slides will be, as able, integrated into the Online Learning Series slide master template for optimal tie-in with the AWCI Media brand. This integration is also the best means of alleviating any possible problems/concerns associated with the reading of typefaces and animations.

**Polling Questions:** Up to three multiple choice or true/false questions that will be presented to the audience during the presentation. Each question may have up to four possible answers. Questions should be no longer than 100 charac-

ters; each answer should be no more than 60 characters. Questions are to be pertinent to the presented topic.

**Handouts:** No more than five handouts to be made available during or after the presentation must be in PDF format or available from a web address.

**Plant Questions:** No fewer than five backup questions for use during the Q&A session in the event there are not enough questions from the audience. It is possible that these questions will not be used if an adequate number of queries is received from participants.

**Direct Dial Back Number(s):** Phone number(s) of presenter(s) to call in case of any technical issues during the live event.

### Final Run-Through: One Week Before the Webinar Date

**Purpose:** Meeting with AWCI webinar lead, run through the presentation and troubleshoot any problems.

#### Additional Understanding

All materials must be submitted in final format. AWCI retains the right to edit and approve content before publishing/posting. The sponsor agrees that content should focus on information, findings or a case study in an objective way that both benefits and informs the audience.

Material is submitted with the understanding that AWCI may also edit piece from a grammatical standpoint and that the client is authorized to submit all information for presentation through AWCI Media.

**Send Online Learning Series material due by **first** deadline to**

Brianna Bernstein *Marketing Lead*  
bernstein@awci.org • (703) 538.1607

**Send Online Learning Series material due by **second** deadline to**

Thao Nguyen *Webinar Lead*  
nguyen@awci.org • (703) 538.1612

