



Guidelines & Specifications

General Guidelines	<p>Webcast should be informative and objective for audience, intersecting thought leadership and service or product best practice.</p>
Webcast content requirements	<ol style="list-style-type: none"> 1. Title of webcast 2. 50 word content description 3. 3 learning objectives 4. Speaker name, title, bio, and photo 5. Jpg version of your logo 6. Link to any corporate webpage for (more info) 7. Slides for review (1 week prior to webcast date)
Deadlines	<p>Webcast content requirements are due 5 weeks prior to live date. Webcasts can be promoted as far ahead as 6 months. ALA recommends you share the content requirements for your webcasts as soon as able.</p> <p>Slides are due 7 days ahead of your scheduled live webcast date.</p>
ALA Marketing Schedule to promote webcast	<p>Pre-marketing</p> <ol style="list-style-type: none"> 1. ALA membership email (solo), within 3-weeks of webcast date 2. Promotion via BOLD Bites digital newsletter, x 2 editions including: Inclusion in “Association Happenings”, webcast promotional copy & hyperlink and Event listing in “ALA Calendar”, including date & hyperlink 3. Slider advertising position on alanet.org, for 2-weeks prior to webcast <p>Post-marketing</p> <ol style="list-style-type: none"> 1. Promotion of archived webcast via BOLD Bites digital newsletter, x1 edition including: Inclusion in “Association Happenings”, archived webcast promotional copy & hyperlink
Webcast sponsor promotion guidelines	<p>External marketing of your ALA Solutions Series Webcast is encouraged.</p>

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