



Guidelines & Specifications

Company name: _____

Webcast presenter information: Presenter 1: _____ Email: _____
Presenter 2: _____ Email: _____

Webcast live date: _____ / _____ / _____

General guidelines: Webcast should be informative and objective for audience, intersecting thought leadership and service, or product best practice. Webcasts can be promoted as far in advance as 6 months. External marketing of your ALA Solutions Series Webcast is encouraged.

Technical requirements: Landline recommended for live webcast.

Webcast content requirements & deadlines:

<ul style="list-style-type: none"> Title of webcast 50 word content description 3 learning objectives Speaker name, title, bio and photo JPEG file of your company logo Link to corporate website [more information] 	<p>Due: 5 weeks prior to live webcast</p>	<p>____ / ____ / ____</p>	<input type="checkbox"/>
<ul style="list-style-type: none"> Webcast slides for review <p><i>Required format: PowerPoint Presentation</i></p>	<p>Due: 1 week prior to live webcast</p>	<p>____ / ____ / ____</p>	<input type="checkbox"/>

ALA webcast marketing/ promotion:

- Pre-Webcast**
- ALA membership email (solo), within 3-weeks of webcast date
 - Promotion via BOLDBites digital newsletter (x2): "Association Happenings" mention, webcast promotional copy & hyperlink, event listing in ALA Calendar with date & hyperlink
 - Advertising position on *alanet.org* for 2-weeks prior to webcast
 - Series of tweets from ALA's Business Development Twitter account, @ALABizPartners
- Post-Webcast**
- Promotion of archived webcast via BOLDBites digital newsletter (x1): "Association Happenings" mention, archived webcast promotional copy & hyperlink

SUBMIT WEBCAST CONTENT TO:

Monica Williams mwilliams@alanet.org



INTERNAL USE ONLY

Sales rep confirm date with Webvent

Landing page created: NK

Webcast date approved internally ALA

Landing page reported to ALA HQ