



# 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 and deadlines:

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

### ALA webcast marketing/promotion:

#### Pre-Webcast

- ALA membership email (solo), within 3-weeks of webcast date
- Promotion via *BOLD Bites* digital newsletter (x2):  
"Association Happenings" mention, webcast promotional copy and hyperlink, event listing in ALA Calendar with date and hyperlink
- Advertising position on *alanet.org* for 2-weeks prior to webcast

#### Post-Webcast

Promotion of archived webcast via *BOLD Bites* digital newsletter (x1): "Association Happenings" mention, archived webcast promotional copy and hyperlink

## SUBMIT WEBCAST CONTENT TO:

Fred Ullman [fullman@alanet.org](mailto:fullman@alanet.org)

