



ECABC Webinar Guidelines

Format

We are looking for a webinar with a running time of 60-75 minutes and one to two speakers. The estimated presentation time should take approximately 75-80% of the time with the remaining time spent on Q&A.

Guidelines for Webinar Speakers

We understand that the success of ECABC's webinars is largely dependent on the interest and willingness of presenters like you. We are pleased that you are interested in submitting a webinar proposal for consideration. To assist with your preparation, we have developed presenter guidelines to ensure that participants receive maximum benefit:

1. Webinar presentations are delivered voluntarily, free of charge.
2. Proposals may be received from ECABC members, partners, and expert connections. Preference will always be given to experts who are ECABC members over non-members and/or proposals that best relate to current issues in the electrical industry.
3. Webinar presentations in a PowerPoint format must be submitted in advance of the presentation with all required documentation for vetting purposes. List of documents needed include:
 - ✓ Presenter(s)' Information (Full Name, Title, Company & Credentials), Brief Biography & Headshot
 - ✓ Presentation Description
 - ✓ PowerPoint Presentation
4. Acceptance of a proposal is based on the content and the presenter(s) named at the time of submission. Any changes to content or speaker(s) must be conveyed to ECABC's Education Coordinator in advance. The Education Coordinator reserves the right to reassess suitability.
5. Through the webinars we would like to help our industry partners promote their services to ECABC membership. The primary focus of the presentation, however, should be devoted to delivering relevant educational content.
6. If selected, webinar presenters will abide by the timeline set by ECABC and meet all deadlines to the best of their ability.
7. Familiarity with Zoom platform.

Presenter Responsibilities

If your proposal is selected, each presenter will be expected to:

- Provide a PowerPoint presentation to be used for the visual part of the webinar. This must be submitted in advance of the webinar so that content can be reviewed and approved and the final version can be sent to registered participants in advance of the webinar.
- Provide a presentation description to be used for promotional purposes



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- Provide a biography and head shot to be used for promotional purposes.
- All presenters are strongly encouraged to meet prior to your webinar to do a run through with using Zoom.
- Agree to assume any and all liabilities related to the information included in their presentation.

ECABC's Role

- **Marketing:** ECABC will promote the webinar by showcasing the speaker and company/organization to its members.
- **Technical:** Provide the technology to run the webinar, handle webinar registration, and host the recorded webinar. This includes formally introducing the presenters and facilitating any Q&A and/or live polling.
- **Logistics:** Track webinar registrations and provide participants with all the information necessary to access the webinar, including via a reminder email. ECABC staff will also facilitate the collection of feedback post-webinar.
- **Assistance:** ECABC staff will be on hand to assist the presenter(s) through the entire live webinar presentation.