



AIPN Live Webinar Checklist

For use when using a sponsored platform

The below details are meant to act as a tool to assist you with the planning and process of an AIPN Live Webinar when using a sponsored platform. Please email aipnevents@aipn.org with any questions you might have.

AIPN recommends submitting your event **at least 4 weeks out** to ensure proper marketing and testing of the webinar platform. This is also helpful in case multiple webinar requests are sent into AIPN within a similar timeframe.

The following details should be confirmed before contacting AIPN with the webinar details:

Event Approval: All live webinars must first be approved by the [Regional Director](#). AIPN staff can assist you with this approval, if needed.

Webinar Platform Sponsor: It is necessary to know which webinar platform will be used prior to sending the event details to AIPN.

Sponsor Understanding: Prior to confirming the webinar, sponsors must be aware of and understand that they cannot use any email addresses obtained from the webinar for its own marketing purposes. AIPN will request the sponsor give written consent via email. More details can be found below under the section titled “Sponsor Information”.

The following details are needed in order to post the webinar details to the AIPN website and open registration*:

***Please note:** Online registration through AIPN’s website must be used. AIPN will notify attendees directly on how to access the live webinar.

Date/Timing

Date

Start & End Time

Is the above timing inclusive of Q&A?

Presentation Format

What format will the webinar be presented in, i.e. presentations, roundtable discussion, interview, etc.

Will the speakers be using PowerPoint slides?

Presentation Details

Presentation Title

Presentation Description

Speaker/Moderator Details

Speaker Name(s), Title(s), Company(s)

Moderator Name, Title, Company

Speaker/Moderator email addresses (for coordinating speaker guidelines, speaker agreement, rehearsal, etc.)

CLE Credit

Will CLE credit through the State Bar of Texas be needed for the live event?

Sponsor Details

Sponsor Name(s)

Main Sponsor Contact for webinar platform details

Sponsor Logo(s) – AIPN may have this on file already

Sponsor understanding/written confirmation to not market to email list (please see below “Sponsor Information” for more details)

Registration Fee(s)

AIPN's current fee structure is US \$0 for AIPN members and US \$5 for non-members. This fee structure is subject to change.

Webinar Platform Details

It is pertinent that AIPN is put in touch as soon as possible with the main sponsor contact who can answer questions that AIPN has about the webinar platform used. These details are needed prior to posting the webinar details on the website and opening registration. AIPN staff will inquire about the following details.

- Webinar Platform
- Platform Capabilities
- Registration Process
- Maximum Registration Number
- MP4 Recording
- Reporting after event

Important information once the webinar is online and registration is open:

Emails

AIPN will email a webinar notice to all AIPN members globally, as well as the non-member database. The email notice may be a standalone email or a combined email including a listing of all current webinars, and is subject to the number of webinars being planned at that time.

AIPN Slide Template

Should a PowerPoint presentation be used during the webinar, AIPN has a template that should be used. Slides are not required, but should slides be used, AIPN will provide the organizers with the template. Please note that many different slide layouts are available by right-clicking on the slide and selecting "Layout".

AIPN will create an "about AIPN" slide, a speaker slide, a disclaimer slide, as well as a Q&A slide, to be included in the final presentation.

If a PowerPoint presentation is used, it is recommended that only one slide deck be used during the entire webinar. For this reason, we request that the speakers work together in the creation of a combined slide deck.

The finalized slide deck must be submitted no later than 24 hours prior to the webinar. AIPN also recommends that an almost final version is ready for the scheduled rehearsal.

Live Webinar Script

AIPN will produce a script for the live webinar for the moderator to use to assist while he/she is running the live webinar.

Sponsor Information

Privacy Policy: In some instances, the webinar platform used might require attendees to enter their contact details, including email address, in order to access the live webinar. Per [AIPN's Privacy Policies](#), this data is to be treated as confidential, and sponsors should not use this data to market to webinar

attendees and/or registrants. AIPN asks that sponsors have a clear understanding of this prior to them agreeing we can use their platform. AIPN also requires a written agreement via email from the sponsor clearly stating that they will not use the contact details to market their services after the event.

Advertising the webinar: Sponsors who wish independently to advertise the webinar may do so, on condition that the webinar is advertised as an AIPN event of which they are sponsors and not as the sponsor's own event, and with prior review and approval of AIPN. The advertisement should also direct people to register solely through AIPN's website. A separate registration through the sponsor is not allowed, unless otherwise agreed upon with AIPN.

(Note: Taken from the current Event Policy, Sponsorship 12.2.)

Recognition:

Sponsors will be recognized in a few areas including: the placement of their logo both on the live webinar registration page, as well as the opening title slide of the webinar; the event email sent to AIPN's member and non-member list; and verbal recognition during the live webinar.

Posting of recording after event: Subject to the speaker's approval, AIPN will post the recording to [AIPN University](#) and make into an on-demand webinar available to members for US \$0 and non-members for US \$75. For this reason, after the live webinar, we ask that sponsors only share the webinar recording solely with AIPN. The sponsor is welcome to market the on-demand recording by linking directly to the AIPN University page, which AIPN will provide them. Please note that the posting could take up to two weeks in case any edits need to be made to the recording before posting online.

Speaker Information

Speaker Guidelines/Policies: AIPN kindly requests that speakers avoid making commercial representations. While what speakers and their companies do is highly relevant to the webinar content, it is the knowledge and insights that AIPN wants them to share, not the services they sell.

(Note: Taken from the current Speaker Policy 13.3.)

AIPN also requests that webinars do not have more than one speaker from the same firm or company.

Speaker Agreement: As mentioned above, after the webinar, AIPN would like to make the recording into an on-demand webinar for [AIPN University](#). A PDF of the presentation will also be made available on the AIPN website. If the speakers approve, we ask that the speaker(s) please sign the speaker agreement giving AIPN permission to do this.

Speaker Biographies & Photos: When creating an on-demand webinar, AIPN includes the speaker biographies and photos on the webinar page. We would also like to post the biographies to the live webinar website if we receive them in time.

Rehearsal/Dry-Run: AIPN highly recommends a rehearsal with speakers at least several days prior to the live webinar to ensure the speakers feel comfortable with the webinar platform and the process.

Speaker Q&A: In some instances, there are more attendee questions than time permits during the live event. If the speaker(s) is willing to answer these questions after the live event, AIPN would like to post these additional questions to the on-demand webinar's discussion board. This would allow the attendees to see the answered questions and hopefully continue the conversation long after the event ends.