

# Webinar Timeline

**Webinar and Digital Event Support:**

- \*Chapter/Region Webinars (events 60-90 min) – limited to one per month
- \*Webinar Series (certification, Excel, etc.) – limited to two annually
- \*Digital Events (events with multiple sessions, spanning over 90 min) – limited to two annually

**At least 30-45 days prior to webinar Chapter/Region will submit Event Request Form**

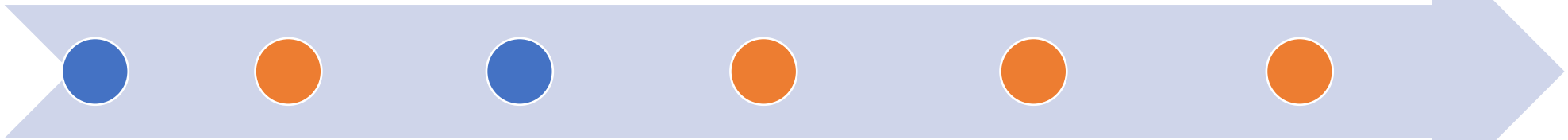
- Must include finalized:
  - Date/time
  - Speaker details (bio, photo, etc.)
  - Session details
  - Pricing structure and methods of payment

**At least 15 days prior Chapter/Region will have the following finalized:**

- Chapter/Regional roles for day of the event
- Event communication to attendees (reminder emails, survey emails)
- If Certificate of Attendance is needed chapter must supply all relevant information (number of CEU, CPE or type of NASBA credit)
- Decide if webinar will be recorded.

**Within 24 business hours of conclusion Association will:**

- Send feedback survey out via Cvent (if requested). *Please note, if the chapter/region specifies they'd like the feedback survey to go to a different audience (i.e., attendees, those that answered polls), this will take longer than 24 hours. If the chapter/region specifies they'd like the survey email to include the event recording or presentation materials, the survey will be sent within five business days.*
- Provide final Cvent registrant list (if requested)



**At least 20 days prior Association will:**

- have Cvent registration live (if all needed information was provided by 30 days prior).
- create any needed Zoom links
- Please note, One HFMA team will reach out 5-7 days after form submission with status update*

**Day of Webinar:**

- Association will assist with a tech check of the speakers 15-20 minutes prior to webinar go-live (if requested).
- If Association was requested to assist with Zoom creation, Association will join the webinar and hand over the host control to the Chapter/Region and exit the webinar.

**Within 5 days of webinar conclusion Association will:**

- provide Zoom recording (if requested)
- Distribute Certificates of Attendance (if requested)

# Digital Event Timeline

\* Digital support requires close collaboration between the Association and the chapter/region. To ensure successful rollout of the digital event, the following expectations must be met by the parties involved. It is imperative that all parties take a fair and reasonable approach to digital support. **If deadlines are not met, support is not guaranteed.**

**At least 60 days prior to event Chapter/Region will submit Event Request Form**

- Must include finalized:
  - Date/time
  - Speaker details (bio, photo, etc.)
  - Session details
  - Pricing structure and methods of payment
- If Certificate of Attendance is needed

**At least 40 days prior Association will:**

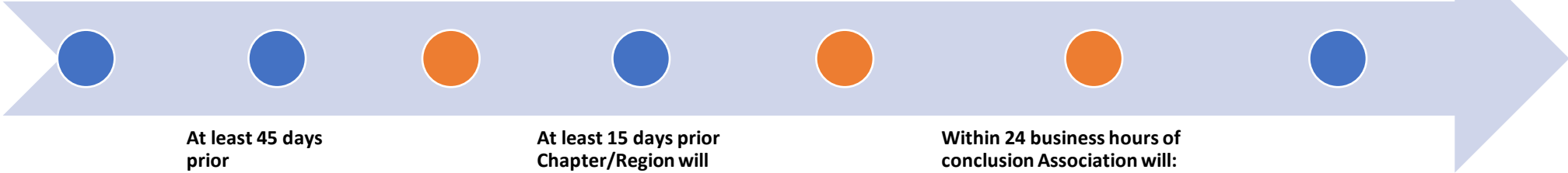
- have Cvent registration live (if all needed information was provided by 60 days prior).
- create any needed Zoom links

**Day of Event:**

- Association will assist with Technology support for speaker orientation and upon request:
  - send attendee list to Chapter Event Coordinator
- assist with Q&A and Chat and other technical assistance.

**Within 5 days of webinar conclusion Association will:**

- provide Zoom recording(s) (if requested)
- Distribute Certificates of Attendance (if requested)



**At least 45 days prior Chapter/Region will have the following finalized:**

- Date/time of event and corresponding sessions
- Speaker details (bio, photo, etc.)
- Session details
- Any networking event support
- Pricing structure and methods of payment
- Recording/pre-recording of sessions

**At least 15 days prior Chapter/Region will have the following finalized:**

- Chapter/Regional roles for day of the event
- Cvent communication to attendees (reminder emails, survey emails)
- If Certificate of Attendance is needed chapter must supply all relevant information (number of CEU, CPE or type of NASBA credit)
- Decide if webinar will be recorded.

**Within 24 business hours of conclusion Association will:**

- Send feedback survey out via Cvent (if requested). *Please note, if the chapter/region specifies they'd like the feedback survey to go to a different audience (i.e., attendees, those that answered polls), this will take longer than 24 hours. If the chapter/region specifies they'd like the survey email to include the event recording or presentation materials, the survey will be sent within five business days.*
- Provide final Cvent registrant list (if requested)