

# WEBINAR AGREEMENT

## PRESENTERS GUIDELINES

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We know that the success of the American Association of Private Lenders (AAPL) webinars is largely due to the interest and willingness of presenters like you. We are pleased that you are submitting a program idea for consideration. We have developed guidelines to create a clear expectation of the educational webinars offered through the Association for presenters to ensure that participants will receive maximum benefit.

Please review the following guidelines:

1. Webinar presentations are given voluntarily.
2. Select a date and time for the webinar (you may choose to consult AAPL's online calendar to reduce the chance of a scheduling conflict with another event).
3. Develop content in accordance with the Content Guidelines below and provide it to AAPL for review.
4. One month before the scheduled date, provide AAPL with the title of the presentation, the PPT slides, and names, titles and photos of presenters.
5. Attend one rehearsal session before the webinar (PPT slides are due before rehearsal).
6. Optional: type up the answers to questions asked during the webinar (AAPL staff will give you the list of questions) and provide to AAPL.
7. Although all proposals will be considered, every proposal may not be accepted. Preference will be given to active AAPL members who have submitted proposals that best relate to current issues of highest interest to our audience.
8. Acceptance of a proposal is based on the topic content and the presenters named at the time of submission. Any changes to content or speakers must be conveyed to AAPL in advance. AAPL reserves the right to determine suitability of presenters and presentation content.

## CONTENT GUIDELINES

1. Presenters should be experts on the topic as it relates to higher education.
2. Presentations are limited to (up to) three presenters.
3. Presentations must use PPT template provided by AAPL.
4. The beginning or conclusion of the webinar is a good time for a representative from the business sponsor to briefly describe the company's work.
5. Content must be educational in nature. A presentation that is primarily a sales pitch will likely turn off participants and reflect negatively on the presenter.
6. Products or services should be referred to in generic terms (e.g., "data dashboards" rather than a specific company's data dashboard.)

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## RESPONSIBILITIES OF AAPL

1. Work with business member to finalize the webinar content.
2. Promote the webinar through:
  - AAPL E-mail campaigns
  - AAPL online event calendar
  - Social media tools (Facebook, Twitter, LinkedIn)
  - AAPLAUSE – AAPL Member newsletter.
3. Moderate the webinar and introduce presenters
4. Post the recorded webinar, the PPT slides, and the Q&A document on the website after the event.

## AGREEMENT

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This signed agreement is required before a speaker can present an AAPL webinar. I/we understand that AAPL may record my presentation and make it available for purchase on a CD or via the Internet. I/we authorize AAPL to record, reproduce, and publish my presentation in whole or in part with proper credit. Questions can be directed to [info@aaplonline.com](mailto:info@aaplonline.com)

As presenter(s) I/we have read and understand the responsibilities as outlined in these guidelines and will abide by these in the presentation.

(Printed) Presenter #1 \_\_\_\_\_

Signature Presenter #1 \_\_\_\_\_

(Printed) Presenter #2 \_\_\_\_\_

Signature Presenter #2 \_\_\_\_\_

(Printed) Presenter #3 \_\_\_\_\_

Signature Presenter #3 \_\_\_\_\_

Date Signed: \_\_\_\_\_

AAPL Rep: \_\_\_\_\_

Date Accepted: \_\_\_\_\_