



Webinar Series: Benefits & Scheduling Requirements

Webinar Benefits

- The PSBTA manages all logistical aspects of the webinar
 - Registration
 - Link generation
 - Collateral
 - Webinar platform management
- The PSBTA manages all web, email, and newsletter distribution
 - Post a press release of All Things FirstNet (ATFN,) All things emergency communications center (ATECC) and PSBTA
 - Post a banner on PSBTA
 - All Things FirstNet ATFN will list in the events section
 - Send out an email blast from PSBTA to all contacts for 2 weeks prior to webinar. (Or from the time all required materials have been submitted to the PSBTA)
 - Marketing via primary social media outlets
- Vendor will market through their own channel to optimize attendance
- Sponsors will have their name and logo on all marketing that is hyperlinked to the sponsors page.
- Real-time Q&A
- Any remaining questions upon conclusion of the webinar will be emailed directly to sponsor for personal response to potential clients.
- Registration list with contact information will be provided to sponsor
- Recording of the webinar (link) will be provided to the sponsor and all registrants
- Webinar will be followed up with brief attendee survey
- Webinar will be online at the PSBTA website for no less than 60 days so that it is available to all member and site visitors.
- Total Sponsorship Fee \$3,000.00

Requested Information from Sponsor Prior to Promotion

All materials are needed prior to the setup of the webinar

- Title of webinar (should be succinct)
- Date: Must be solidified
- Time: Optimum is not earlier than 0900 hours PST
- Abstract
- Logo(s)
- Speaker(s)
 - Names
 - Bios
 - Headshots
 - Email address(es)
- Seed questions
- Provide any handouts that will be distributed prior to webinar
- **One** practice webinar if required
 - Suggested date & time
 - Once confirmed, GTW invite will follow
- The PSBTA will provide a public safety professional to Moderate.
 - Intro
 - Ask Seed questions & those which come in the platform
 - Conclude webinar with closing statement