

# Sponsored Webinar Program

## YOUR EXPERTS PROVIDING THE CONTENT OUR MEMBERS WANT

With ongoing restrictions to in-person events, now more than ever, our 6800+ members are turning to online learning to update their knowledge and earn CPD hours. Because our members trust the content that we endorse, we are seeing record registration numbers for our virtual PD offerings.

### FACTS ABOUT THE CPHR BC & YUKON SPONSORED WEBINAR PROGRAM:

- » Content will be reviewed, approved\* and endorsed by the CPHR BC & Yukon PD team.
- » The 60 min webinar is provided to CPHR BC & Yukon members at no cost
- » All webinars are recorded and the on-demand version will remain on our PD On-demand platform for a minimum of 12 months.
- » Participation in a sponsored webinar provides designated members with CPHR CPD hours
- » Webinars may be promoted by other CPHR associations across Canada, at their discretion

\*All webinar content must be approved by CPHR BC & Yukon. Important: CPHR BC & Yukon has a strict policy that presenters not actively sell their products or services during learning events. Knowledgeable speakers who provide relevant content will easily pique interest and be asked for further resources

### CPHR BC & YUKON WILL PROVIDE THE FOLLOWING:

- » All web hosting, logistics and production support, including help desk during the webinar.
- » Free webinar training session for speakers (up to 30 minutes).
- » A full review of the webinar content and course material.
- » Promotion of the webinar to members through various channels
- » Webinar posting in the CPHR BC & Yukon online Professional Development Calendar
- » Placement of the sponsor’s logo on all promotional items related to the webinar. The sponsor may also choose to market the webinar to its own members/clients prior to run date.
- » A full registrant list to the sponsor contact 1 day prior to webinar run date. This list will show each registrants’ job title, company and province. For privacy reasons, individual names or contact details cannot be shared.
- » 2 opportunities for registrants to “opt-in”, agreeing to receive communication from sponsor
- » A post-webinar survey of participants. Results to be shared with speaker (no contact info)

Type	Industry Partner	Individual Member	Non Member	Avg Attendees (Free to Members)
60 Minute Single Session	\$1,950	\$2,250	\$2,900	300-500+
Three 60 Minute Sessions	\$4,800	\$5,600	\$6,500	

Follow-up email to webinar attendees available for additional \$350

- » Sent to all webinar registrants within 3 business days of webinar.
- » May be used to provide follow up advertising, promote a special offer/contest or encourage newsletter subscriptions