



2019 Webinars

Sponsor/Speaking Benefits

One of the NCEO's most in-demand member benefits is our annual series of approximately 46 webinars. These webinars happen most Tuesdays of the year, and we promote them heavily, including acknowledging the speakers and sponsors. In 2017 and so far in 2018, we have had an average of 40 participants in each webinar, including people from companies with employee ownership plans, people evaluating plans, and service providers. All webinars are also included in our library of recorded webinars, for which we have 156 subscribers.

In 2018 we introduced a new feature to the webinar series: **ESOP WEBINAR TRAINING MODULES** help members assemble sets of related webinars, giving them a tool to bring people up to speed on various aspects of employee ownership. The modules are a set of scenario-based on-line quizzes designed by Corey Rosen to reinforce key ideas covered in the webinar replays. Each module contains 32 scenario questions with detailed answers designed to make learning simple and interactive.

Speak or Sponsor

Our top priority is selecting speakers with content expertise and the ability to effectively convey information in webinar format. You are welcome to complete this form if you want to speak but do not want to sponsor any webinars. As a speaker, you will be acknowledged in our email **BULLETINS**, in our quarterly event marketing brochure, and in targeted emails; our website will include your name, bio, photo, firm logo, and a link to your website; and your photo and logo will be included in the webinar slides.

So that we can continue to make this a free member benefit, however, we ask that you consider sponsoring our webinar series as well. Sponsorship provides a number of benefits beyond those for speakers who are not sponsors:

- **Priority in topic selection:** Sponsors receive priority in selecting the webinars they would like to present. Depending on the sponsorship level, sponsors may request different numbers of speaking positions.
- **Acknowledgment in webinar:** Each webinar, both when live and in the recorded replay, includes a slide and a verbal acknowledgment of the sponsors of that webinar. Webinars in our new series of modules will also acknowledge sponsors.

- **Publicity:** We will acknowledge your sponsorship for this series in our email bulletin, our event marketing brochure, our communication with our members, and in targeted email announcements of the webinars.
- **Attendee list:** Sponsors may receive a list of attendees for each webinar they sponsor.
- **Access to replay:** As a sponsor, you will receive a link to the recorded version of the webinars you sponsor, and you may use that link as you see fit.
- **Gift membership for clients:** Sponsors can offer a six-month complimentary NCEO membership to their contacts who are not already members of the NCEO.

Rolling Deadline: First-Round Selection is October 9

- Please submit your request via the online form: the link is at the bottom of this page. Each speaker may submit 3 requests.
- Requests to sponsor and speak will be reviewed on October 9 and all requests possible filled at that time. After the first round selection, the NCEO will continue to accept requests for unfilled slots, which will be considered as they are received.
- Approvals and regrets will be sent out as soon as possible after October 9th. This process is ongoing until all webinar speaking slots are filled.

Speaker Selection

- Sponsorship and speaking decisions are made by an internal committee consisting of Loren Rodgers and Colleen Kearney with input from Corey Rosen. We try to allocate speaking slots as broadly as possible among service providers.
- Because many excellent speakers apply, often for the same topic, please understand that although we will do our best, we may not be able to accommodate all of your requests.
- We may, in some circumstances request a session be a panel presentation.

Topics: Recurring and New

- In order to cover all essential material, the NCEO has a number of webinar topics we need to cover. You are welcome to propose speaking on any of those topics, which are listed here: <https://www.nceo.org/r/2019webinars>.
- You are also warmly welcome to submit a proposal for a topic that is not on the NCEO list of topics. These proposals will be considered under the same guidelines as requests.