

Webinar Series

NADA is proud to provide a weekly webinar series as part of our online training and educational solutions available at www.nadauniversity.com.

About the Webinar Program

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| Purpose | Educate audiences on topics that affect the industry |
| Audience | Dealers and dealership personnel at all levels and specialties; auto industry executives |
| Day/Time | Wednesdays, 1-1:30pm ET |
| Registration | Go to www.nadauniversity.com , Training and Resources, Upcoming Webinars |



Call for Proposals

Are you a retail auto industry **subject-matter expert**? If so, NADA University Online encourages you to submit a proposal to present in NADA's webinar series.

We are looking for presenters who can:

- Present on topics that are timely and relevant to NADA and ATD members.
- Share insightful information that personnel can put to immediate use.
- Engage in topics that are not duplicative of current NADA University Online content but lead the learner to additional, more substantive online training and education.



Webinar Presentation Requirements

- Must be different from any prior presentations in the industry, including but not limited to previous NADA/ATD Convention workshops or webinars.
- Must be educational, not promotional, in nature.
- Must be vendor-neutral.
- Must be narrowly focused and action-oriented.
- Must have at least three specific takeaways the viewer could put to use immediately.



Webinar Format

- Webinars are 30 minutes long, consisting of 25 minutes of presentation and three to five minutes of live Q&A with attendees.
- Moderated by the NADA University Online webinar manager.
- Conducted live, recorded and made available on demand through NADA University Online as a complimentary member benefit.
- Presented on NADA University Online's PowerPoint template.

NADA University Online Webinar Series



Webinar Promotion

- The webinar manager will send the presenter an information form **to be completed and submitted six weeks prior** to the live webinar date.
- NADA University Online may alter and/or modify webinar titles and content to meet association marketing, industry, legal, and all other policies and guidelines.
- Presenters will be recognized in webinar promotions through NADA's social media and digital channels, including Facebook, Twitter, nada.org, nadauniversity.com and *Headlines* daily e-newsletter.
- Presenters will receive the registration information to use in their marketing efforts to promote live attendance to the webinar.



Webinar Fees

- The fee to present a webinar is \$1,000.



Additional Details

- Presenters are *not* compensated for presentation or NADA's use of the archived webinar.
- PowerPoint slides are required and **due two weeks prior** to your webinar date to ensure adequate NADA editing and legal review.
- The NADA University Online webinar manager will work with presenters in advance of the submission deadline on the content to be included in PowerPoint slides and other ways to increase the educational benefit for the audience.
- Presenters receive an evaluation summary after the webinar.
- NADA retains all rights for use of the recorded webinar, which will be available on demand to members of NADA and ATD.

6 EASY STEPS TO THE WEBINAR PROCESS



STEP 1

Confirm webinar date and complete proposal form



STEP 2

Submit proposal form and create presentation



STEP 3

Submit presentation



STEP 4

NADA legal review and final presentation edits



STEP 5

Webinar dry run



STEP 6

Webinar day!

Interested in presenting?

To submit a proposal, please contact Shana Gipson, manager of workshops and webinars at sgipson@nada.org or 703.821.7276.