



# Webinar Series: Call for Proposals

NADA is proud to provide a weekly webinar series as part of our online training and educational solutions available at [nada.org/onlinelearning](http://nada.org/onlinelearning).

## About the Webinar Program

<b>Purpose</b>	Educate audiences on topics that affect the industry
<b>Audience</b>	Dealers and dealership personnel at all levels and specialties; auto industry executives
<b>Day/Time</b>	Wednesdays, 12noon-12:30pm ET
<b>Registration</b>	Go to <a href="http://nada.org/onlinelearning">nada.org/onlinelearning</a>



### 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 can 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 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](http://nada.org), [nada.org/onlinelearning](http://nada.org/onlinelearning) and *NADA Headlines* daily e-newsletter.
- Presenters will receive the registration information to use in their marketing efforts to promote live attendance to the webinar.
- Presenters may not use the NADA logo without express written permission from NADA. Please submit any promotional materials containing the NADA logo to [sgibson@nada.org](mailto:sgibson@nada.org) for approval.



## Webinar Fees







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



## Additional Details

- Presenters are *not* compensated for webinar or NADA's use of the archived webinar.
- PowerPoint slides are required and **due two weeks prior** to webinar date to ensure adequate NADA editing and legal review.
- NADA will assist with presenters before the submission deadline on content for PowerPoint slides and other information.

# 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!

- 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.

## Interested in presenting?

To submit a proposal, contact Shana Gipson, at [sgipson@nada.org](mailto:sgipson@nada.org) or 703.821.7276.