Hosting an IG Webinar

One of the more popular activities IG advisory committee leaders want to deliver are webinars. IG webinars are specialized seminars relating to current topics in policy or research of interest to the IG membership. There are two ways to have your IG's webinar posted on the AcademyHealth website for members only.

Option 1: Independently-hosted IG webinar

This option encourages IGs to host webinars independently on their organization's online meeting platform. After the event ends, the IG sends the recording to AcademyHealth for posting. There are no fundraising or sponsorship requirements for this type of event, however, the content and format of the recording is subject to review and approval before posting on the AcademyHealth website.

Guidelines:

- AcademyHealth will provide a template title slide for each recorded webinar. IGs must use this slide as the opening slide of the webinar.

- The content must be related to health services and health policy research and the topic of your interest group.

- AcademyHealth will include a standard statement of origin on each recording page noting that the content of the webinar was produced by the individual Interest Group volunteers. The statement will read, in part:

  - "The content in this webinar was produced by volunteers from the [name] Interest Group and as such does not necessarily reflect the views of their respective employers or AcademyHealth. It is being posted for informational and educational purposes as a member benefit."

Option 1 Cost: $0

Option 2: AcademyHealth-hosted IG webinar

This option enables IGs to host a webinar utilizing AcademyHealth resources. Based on the resources required for this option, IGs must secure funding to host this type of a webinar.

Webinar Financial Details for AcademyHealth-hosted IG webinar
Webinars AcademyHealth hosts have additional costs due to expenses associated with Zoom webinar technology, IT support, registration support, and marketing efforts. These technology and labor costs need to be covered through IG fundraising initiatives. The fees for each AcademyHealth-hosted IG webinar are $1,250, which covers the labor and technology. This fee does not include honoraria for speakers, which are additional. See the IG Fundraising document for more details.

AcademyHealth's Role for AcademyHealth-hosted IG webinar
AcademyHealth will host the Zoom webinar technology, provide IT support, registration support and marketing efforts. Additionally, staff will serve as background administrators (technology) for the event, save the video recording, post to the AcademyHealth website, and promote the archived recording to AcademyHealth members. .

IG Advisory Committee's Role for AcademyHealth-hosted IG webinar
Advisory committee members are responsible for identifying the content of the webinar, securing speakers, and providing a moderator for the call. This includes distributing speaker invitations and hosting planning call(s) with the speakers. IG leaders and speakers plan the event on a volunteer basis.

Option 2 Cost: $1,250

Timeline of Webinars Deliverables for AcademyHealth-hosted IG webinar

10 weeks prior to webinar*

- Webinar date/time must be received so AcademyHealth can reserve the time.
- AcademyHealth webinars are scheduled Tuesday-Thursday, 1:00-4:00pm Eastern.

8 weeks prior to webinar*

- All speaker materials and webinar write up are due. This includes:
  - Webinar title
  - Date and time of webinar
  - Webinar overview
  - Webinar learning objectives
  - Speaker list including speaker bios, headshots, & emails

4 weeks prior to webinar

- Schedule a dry run with the speakers

1-2 weeks prior to webinar

- Host dry run (typically within 7 calendar days of the live webinar)

1 week prior to webinar

- All PowerPoint presentations are due

Webinar Scheduling Guidelines

AcademyHealth will hosts IG webinars Tuesday-Thursday, 1-4pm Eastern (this accommodates members in all continental-U.S. time zones).
* Due to the additional webinars AcademyHealth hosts, the timeline for deliverables is firm. If the "10 week" or "8 week out" deliverable dates are not met, we'll need to reschedule the webinar to allot for the appropriate lead time. This ensures that the AcademyHealth team has enough preparation time to market the event appropriately to maximize attendance.