

## Webinar Planning FAQs For Organizers and Speakers

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### **I have an idea for a webinar. Who should I contact?**

Please contact John Kelly, Director of Content Acquisition, ([jkelly@cpcusociety.org](mailto:jkelly@cpcusociety.org)) and Colleen Fitzgerald LaCoss, Program Manager ([fitzgerald@cpcusociety.org](mailto:fitzgerald@cpcusociety.org)). We will discuss your idea and, if approved, provide suggestions for developing a program to meet the educational needs of our membership. We ask that all webinar organizers/speakers fill out a datasheet outlining the title and description of their webinar.

### **What topics would be good for a webinar?**

We are currently seeking topics on leadership development, emerging issues in the industry, and technical education. Popular requests include: cyber risk, new technology, drones, economy sharing, new legislation, social media, international insurance, climate change, claims, underwriting, the impact of current events, risk management, the changing workforce, career development, and soft skills specifically geared towards the industry. We are seeking unique and cutting edge perspectives on these hot topics from well-respected speakers.

### **What days of the week are webinars scheduled?**

Tuesday and Thursday are most popular for webinars, though we can also schedule Wednesday or Friday. We recommend that the live webinar begins at 2 p.m. Eastern to accommodate members across multiple time zones.

### **How long are CPCU Society webinars?**

Typically one hour. Please plan for 50 minutes of presentation and 10 minutes of Q&A.

### **How far in advance should I schedule my webinar?**

We schedule all webinars at least 6 weeks in advance to allow enough time for marketing, registration, and content development. The calendar fills up quickly, so we recommend booking at least 2-3 months in advance.

### **I've booked a webinar! What's next?**

Our production assistant, Mary Kate Mulligan, ([mulligan@theinstitutes.org](mailto:mulligan@theinstitutes.org)) will work closely with you to confirm your date and all details about your presentation. We will schedule a dry run the week of the webinar for you to become familiar with the software and run through the day-of timeline. We will handle all registration and marketing logistics, and will provide you with final registration numbers. If requested, we can forward you the marketing email if you would like to help spread the word.

### **How far in advance will I need to submit my slides?**

We ask that all speakers submit their slides at least two weeks prior to the live date. Our content and editorial team will review all materials, and will work with you should any changes need to be made. We will provide you with a CPCU Society power point template in advance, which we ask that you use for your presentation.

### **Do I need to provide a moderator?**

The CPCU Society will provide a moderator, however you are welcome to bring your own if you prefer. The moderator will be asked to read all introductory statements, welcome the speaker, and facilitate the question and answer session at the end of the presentation.

### **How many attendees should I expect at my webinar?**

On average, we welcome about 300 members for each webinar, though our most popular topics bring in over 500!

### **Will I be able to engage with the attendees?**

Yes! You are welcome and encouraged to plan a handful of interactive poll questions throughout the presentation, and may even provide a handout for attendees to follow along during the webinar. Attendees are encouraged to send questions and comments through a chat box for the speaker to address either during or at the conclusion of the presentation. Many speakers also choose to provide contact information should attendees have follow up questions or wish to connect.

### **Will a recording of my webinar be available?**

Yes. All live webinars are recorded and available for free to CPCU Society members.