



AMSUS Regional Seminars & Webinars Program Champion Guidance

Events are designed to provide professional development and networking opportunities. Seminars/webinars are open to all: member, non-member, civilian, industry, and anyone interested! CE/CME accreditation may be available, but not required. Recommended audience size for in-person events is 25-100 (depending on venue) to encourage networking and collaboration. Webinars can accommodate up to 500 attendees.

ROLES & EXPECTATIONS

Program Champion: Determines topic, selects or suggests presenters/SMEs, determines event length and agenda, helps promote event through channels outside of AMSUS reach – internal agency, customers, and social media.

AMSUS: Coordinates CE requirements with presenters (if applicable), manage registration, promotes event via AMSUS channels (emails, social media, web promotion), event logistics, setting overall timelines, and monitoring event activity. AMSUS webinar platform is GoToWebinar Pro.

Planning Team: All parties will participate in regularly scheduled planning calls to stay on track with tasks: agenda, presenters, registration, logistics, etc.

Planning Points:

- Seminar topic/message
- Presenters/SMEs
- Date/time
- Region/location/webinar
- Target audience
- Marketing – internal/external
- Sponsorship opportunities
- Audience Engagement (polls, networking)

Suggested lead time for planning and marketing: 6-9 months for face-to-face events, 4-6 weeks for webinars

Incurring costs, if applicable:

- CE/CME Accreditation
- Venue
- Food & Beverage served at seminar
- Webinar platform
- AMSUS staff travel & lodging - AMSUS does not cover presenter travel costs

WEBINAR FEATURES

Registration List: Basic demographics of registrants will be provided prior to event. Registrants are given opt-out/in choice. A post-event registration list will be provided (contact info for those that opted in).

Engage your Attendees

- Poll Questions – up to 5
- Q&A – 10-20 minutes at conclusion of presentation
- Handouts &/or slides (pdf)

Post Event Email and Survey: A post-event email and survey is sent to all attendees 1 hour after the event. The survey is general content and AMSUS specific questions, but can include presenter requested questions.

A post-event email is sent to all absentees one day after the event. Presenter/sponsor information can be included.

Post Event Analytics: Q&A, Polling results, post-event survey responses, and user engagement statistics will be provided. Presentation will be recorded and a link to access can be provided to sponsor/presenter. AMSUS will not use recorded content or distribute link.

Contact AMSUS to schedule a discovery call

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