



## Request for Proposal: Webinar

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### **Collaborate with us to deliver high quality education and training.**

An essential service of any association is offering high quality continuing education and training to its professional members. We invite you to join us in our commitment to deliver timely, relevant and engaging information to those who work in the rapidly changing field of human services.

Our education offerings is growing to include a robust schedule of webinars. As we look to expand the range and breadth of programming, who better to learn from than the industry experts? Whatever your line of business, you have a lot of expertise to share with our members that will help them do their work better, smarter, faster.

We hope you will consider submitting one or more webinar proposals to raise your visibility in the field of human services community and position you as a subject matter expert and strategic partner for our future.

NOHS is seeking webinars/speakers on topics related to all areas of Human services, for example:

- Ethics
- Culture and Diversity
- Leadership
- Education Best Practices
- Integrated Service Delivery
- Working with Minority Populations
- Workforce Development, Retention and Recruitment
- Clinical Best Practices
- Technology and Its Use in Human Services Settings
- Marketing and Occupancy Challenges in Human Services
- Expansion and/or Diversification of Programs and Services
- Quality Improvement/Accountability/Pubic Trust
- Governance and Board Development
- Strategic Planning
- Transformation of Care
- Funding and Financial Management
- Fund Raising/Grant Writing
- Insurance and Liability Concerns
- Risk Management
- Media Relations and Crisis Communications
- Human Resources
- Legal Topics
- Survey Process and Regulatory Issues
- Other...

If you are interested in speaking on any of these topics or other subjects related to human services, please complete the Webinar Proposal Excel Spreadsheet.

## **Benefits of webinars**

Webinars are convenient and cost-effective ways to deliver training to multiple staff in all parts of human services industry. We record webinars for archival purposes for our members on demand.

### **When will the webinars be held and for how long?**

It is NOHS's goal to offer one to two webinars a month. For each 60 or 90-minute webinar, presenters should prepare approximately 90% of time for presentation and allow 10% of time for questions and answers throughout the webinar.

### **What are the presenter's responsibilities?**

1. Agree to the Guidelines for Webinar Speakers and complete the Webinar Proposal Application.
2. Provide a PowerPoint presentation to be used for the visual part of the webinar. This must be submitted in advance of the webinar so that content can be evaluated and the final version can be sent to registered participants in advance of the webinar.
3. You and your co-presenter are strongly encouraged to meet prior to your webinar to do a run through with using GoToWebinar. We must be able to connect you using your phone, computer and high-speed Internet connection.
4. If a non-member of NOHS would like to present then they would have to identify a current member of NOHS. This person must be secured when you submit a topic idea.
5. Participate in at least one training for the webinar. The presenters' PowerPoint presentation will be used during the training to familiarize the presenters with the webinar presentation logistics (i.e. how you will use the capabilities of the webinar technology to highlight parts of the PowerPoint presentation, how the webinar and presenters will be introduced by the webinar moderator, how questions will be handled in the presentation, etc.)
6. Presenters are encouraged to identify back-up presenters should an emergency occur on the scheduled webinar date and time.

### **What does NOHS provide?**

1. Marketing: NOHS provides all marketing of the webinar which showcases the speaker and NOHS organization.
2. Assistance: NOHS staff or a designated facilitator are available to help the presenters in the planning and presentation of the webinar.

3. Logistics: The presenters will be provided with helpful background information and guidelines to ensure the PowerPoint presentation is appropriate to use for this virtual presentation.
4. Technical Support: NOHS uses GoToWebinar to host its webinars. NOHS staff will handle all technical aspects of the webinar including training the presenters and monitoring/assisting with the entire live webinar presentation to assure the highest quality webinar.

## What NOHS Does Not Provide

In exchange for positive visibility for your company with our members, NOHS does not provide an honorarium or reimburse expenses for Webinar presenters. Questions regarding this policy may be directed to VP of Professional Development & Education. This is your opportunity to present in front of your target audience at no cost to you. Promoting a company, service or product during the webinar is **prohibited** and in accordance with a long-standing NOHS policy.

The ideal NOHS webinar speaker is:

- Experienced and comfortable speaking about content area and presenting to an audience
- Enthusiastic about sharing expertise and knowledge with NOHS members
- Open to partner with us to deliver the most up-to-date information about complex topics
- Willing to help spread the word about the webinar

## Evaluation Process

NOHS cannot guarantee that you or your topic will be chosen for a webinar. Webinars are an opportunity to educate key professionals within the older adult services community, not an opportunity to promote yourself or your business. Contact information for each speaker must be provided and each speaker must agree to the Guidelines for Webinar Speakers. Once submitted, your webinar application will be reviewed by the NOHS staff for consideration. Proposal applications that fail to meet all guidelines or are incomplete will not be considered for review. Submissions will be evaluated to ultimately develop a high-quality webinar based on the following criteria:

- Innovation, creativity and originality of topic
- Clarity, depth and specificity of proposal
- Timeliness and relevance of subject matter and alignment with NOHS's strategic objectives

- Practical applicability of topic to aging services providers
- Qualifications, expertise and experience level of presenter(s)

Speakers will be notified of NOHS's decision regarding proposals within two weeks of submission.

## Questions?

If you have questions regarding this RFP process, contact the VP of Professional Development & Education by email at [vpprofessionaldev@nationalhumanservices.org](mailto:vpprofessionaldev@nationalhumanservices.org).

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## Guidelines for Webinar Speakers

We know that the success of NOHS's webinars is largely due to the interest and willingness of presenters like you. We are pleased that you are interested in submitting a webinar proposal for consideration. We have developed guidelines for presenters to ensure that participants receive maximum benefit.

1. Webinar presentations are given voluntarily.
2. Proposals must come from NOHS members. Proposals that best relate to current issues in the provider community will be reviewed for selection.
3. Webinar presentations must be submitted with all required documentation in the form of an Excel spreadsheet within a NOHS template. Because of copyright laws, copy must be written in your own words and accompanied by your own images.
  1. List of documents needed include:
    1. Presenters Information (Full Name, Title, Company & Credentials), Resume/CV, Brief Biography
    2. Presentation Information, Description, PowerPoint of Presentation, Objectives, Agenda Outline with time estimate on each section, Post Test
4. Acceptance of a proposal is based on the content and the presenters named at the time of submission. Any changes to content or speakers must be conveyed to NOHS's education team in advance. The education team reserves the right to reassess suitability.
5. The distribution and sale of materials and touting of commercial ventures which may personally or financially benefit the speakers is not permitted within the context of the presentation.
6. If selected, webinar presenters will abide by the timeline set by NOHS and meet all deadlines to the best of their ability.