



Webcast Guidelines (Chapters)

ACC provides chapters with the opportunity to host webcasts through our national provider. If you are interested in hosting a local chapter webcast, please follow the instructions below:

Hardware/Materials Needed

1. Speakers will need to dial into a conference call. This is required to broadcast the audio over the internet. A computer is necessary to maneuver the slides.
2. Hybrid presentations including both an online and live component may require two laptops: one to project slides to the audience; one to monitor the chat tool.

Chapter Responsibilities

- The chapter should submit the following information to networks@acc.com **one week before** the chapter would like to *promote* the webcast, but no less than four weeks before webcast broadcast date.
 - Date
 - Program title
 - Program start and end time
 - Program description (approx. 50 words)
 - Speaker information (name, title, company, email, phone number)
 - Speaker bio (optional), LinkedIn profile link
 - Sponsor information (name of the firm, POC name, email, and phone)
 - Written materials including PowerPoint presentation and handouts if any (Note: The chapter or sponsor should submit the finalized written materials seven business days before the proposed webcast date.)
 - Conference call number that the speakers will use during the presentation.
- The chapter should also coordinate with its speakers to arrange a time for a 20 minute training session with ACC staff.
- The chapter cannot host a local webcast on a topic that a global webcast covers during the same week. See ACC's webcast calendar (<http://www.acc.com/education/online-education.cfm>) to avoid conflicts.

ACC Responsibilities

- An ACC staff member will provide the chapter contact with a link to the chapter's webcast information within five business days after receiving ALL required information.

The chapter should post the link to its website and also use the link in its email promotions.

- Members will be able to preregister as well as access the webcast at the link provided.
- ACC will conduct a brief training with speakers at least one week prior to the webcast.
- ACC will also send a meeting invite to faculty and chapter contacts containing webcast connection information at least two-four weeks prior to the program.
- ACC chapters can request a report indicating the name, title, company, and email of those who have participated in the webcast as well as number of attendees. Chapters are not permitted to release contact data such as email, phone and address information to sponsors per the ACC privacy policy.

Speaker Tips

- Make sure you have a hardcopy printout of your presentation.
- Dial into the conference call at least 30 minutes early.
- Speak clearly and with good volume. Be conversational, tell stories, use humor.
- Have a glass of room-temperature water handy.
- Silence your cell phones and put a “Do Not Disturb” sign on your door.
- Don’t use speaker phone.
- Always place yourself on mute when you are not speaking—every noise comes through! If you have call waiting, please disable this phone line feature.

For additional tips on how to run a webcast, contact the webcast team at webcast@acc.com.

WEBCAST FAQs

How does the audience access the Webcast?

On the day of the webcast, attendees will receive an automated message with a unique link.

Will attendees need a speakerphone to communicate with anyone during the presentation?

No, attendees only need the internet and a computer with speakers to access the webcast presentation. The panelist(s) and the moderator will connect via phone line.

Can the moderator be in a separate location from the speaker/panelist?

The speaker and the moderator will be calling into a conference line, so they don't need to be in the same location.

How do presenters usually structure their webcast?

The format can vary. Most, however, have followed a format: 3–5 minute introduction, 40–45 minute presentation, 10–15 minute Q & A.

How are questions and discussions managed?

Attendees should be encouraged to email their questions before or during the webcast to the moderator who will then pose them to the panelist. Alternatively, members can post questions directly via the chat tool during the webcast presentation.

How is CLE credit managed for programs?

ACC will seek accreditation for all online programs and provide certificates to all online attendees.

Are webcast replays available?^[1]_[SEP]

Yes. Webcast replays are available within one hour from the end of the original airing and are accessible for one year.

If you are interested in hosting a chapter webcast in conjunction with an ACC networks, email networks@acc.com to discuss opportunities.