

Live Date: [Insert Day/Month] at 2:00 PM

60-minute webinar: 45-min presentation, 15-minute Q&A

Moderated by *Automotive News* Editor

Send to: Jessica.leydet@autonews.com

Initial Materials – Due a month before live date

Target Audience	
Type audience here	
Title (10 words or less)	
Type title here	
Description	
(1-2 paragraphs explaining issue/topic that you'll educate audience on during presentation)	
Example: www.autonews.com/webinars	
Type description here	
3 or 4 Audience Benefits: (specific takeaways that attendee will learn and can implement)	
1. Type takeaway here 2. Type takeaway here 3. Type takeaway here 4. Type takeaway here	
Speaker Bio (1,000 characters or less), Title and Headshot - 4"x6", 300dpi min (attach to email)	
**Please pass along the speaker resources to speakers 2 weeks prior to webinar	
Type bio here	
NEW (optional)– Promo Video: Must be up to 10 GB per video file. Each video must be in the 25-35 second range and include an audio track (even if silence). The video file you provide will be edited with AN branding by our team and used for social media promotion and on the webinar landing page. If you choose to include, please be sure to attach to the email with deliverables. Embedded Registration Page Video Example HERE .	
Speaker Bio (specify if you would like this included as an interactive tab during live webinar)	Yes or No
Twitter Handle (will be included as a interactive tab during live webinar)	@twitterhandlehere
Sponsor Logo (attach file to email) and URL	http://www.Type here.com
Will you be using a webcam?	Yes or No? If yes, please discuss with Jessica no later than 3 weeks prior to webinar
Determine Registration Fields – add or remove questions from template on page 3	Less is more – for the best user experience we suggest using 5 – 6 registration fields
Choose Webinar Training Date	Provide a few 30 time slots speakers are available 2-3 days prior to the webinar

In the case of sponsor's cancellation or postponement of a webinar or webcast, the sponsors will be responsible for 25% of the total agreement four weeks prior to the event, 50% three weeks prior, 75% of the total agreement two weeks prior or 100% of the agreement within a week prior to the originally scheduled live event. Cost does not include data processing (ie. list cleansing) or upload of leads to advertiser/agency lead management system.

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Moderated by *Automotive News* EditorSend to: Jessica.leydet@autonews.com**Live Materials – Due a week before live date****PowerPoint Presentation, audience handouts (ex. case study, product sheet, etc.) -
Send to Jessica Leydet
Jessica.leydet@autonews.com****3 or 4 Seed Questions: *(to start off Q&A portion)***

1. Type seed question here
2. Type seed question here
3. Type seed question here
4. Type seed question here

Polling Questions: *Insert in presentation as placeholder slides.***Add up to 3 Survey Questions: *(in post-webinar survey for attendees)***

1. Type survey question here
2. Type survey question here
3. Type survey question here

Default Registration Fields

- First Name
- Last Name
- Company
- Email
- Title
- Address 1
- Address 2
- City
- State/Province
- Country
- Zip Code
- Work Phone
- Primary Business
- Area of Responsibility

Default Survey Questions

- Overall Experience (1-5)
- Usefulness of Information (1-5)
- Degree to which description matched presentation (1-5)
- Preparedness of Presenters (1-5)
- Webinar Platform (1-5)
- Would you recommend the webinar to a Colleague? (Yes/No)
- What could we be doing to improve the overall webinar experience? (Open Text)

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