



Webinar Presenter Policy

V 1.0

A guide to acceptable webinars offered to AKA members for recognised professional development and the responsibilities of each party involved in those webinars.



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REVISION TABLE

Version		Version Date	Document writers	AKAMC Ratification date	
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1	19.08.2019	1.1	Add CPE points	P. Huynh	

Objective

The Australian Kinesiology Association (AKA) is committed to leading the industry to develop member skills through the use of all forms of education. As such, webinars will form part of the accepted forms of professional development required by members each year. This policy aims to provide requirements for acceptable webinar services to AKA members.

Introduction

The underpinning principle of this policy is that the provision of quality content and delivered webinar services is of the utmost importance in building membership and participation. Satisfied members are more likely to continue participation, contribute to the organisation and renew their memberships each year.

What is a Webinar?

A webinar is a seminar or presentation conducted online.

AKA Responsibilities

The AKA will:

- Review and approve each webinar to ensure it complies with AKA guidelines.
- Collect fees for webinars and pass on payment to presenters minus an administration fee
- Advertise a timetable of webinars for the following 6 months, 12 months ideal.
- Advertising in INTouch, Social media and website.
- Have a 'must register by' date listed on Calendar of webinars.
- All late attendees can purchase the recording of the webinar after the event.
- Fee for recording to only go to AKA for ease of administration.
- Fee for the webinar is to be split to pay for the presenter's time.
- Maintain a calendar of webinars for members to easily navigate and reserve a place.
- Maintain and uphold the rules for conduct within a webinar.
- Provide the platform for webinars to be held on (Zoom) and recorded. Password will be changed for each presenter by means of control of recording by presenter and late registrations of participants.
- Approve 1 CPE point for every hour of the developed webinar for the presenter.

AKA aims to introduce and implement an ongoing webinar events program that includes:

- The creation of a webinar sub committee
- Provision of training and professional development for members
- Providing survey feedback to MC regarding participant survey(s)
- Fostering a culture of continuous improvement within membership
- Maintenance of records and databases of events and participation (CPE program)
- A member of the AKA MC or webinar committee to introduce presenter at the beginning of each webinar and explains the code of conduct.

Additionally, the AKA will:

- Send an annual survey to all AKA members to ascertain content to assist with future annual webinar content planning and delivery timetable.
- The quality of services to participants is reviewed annually as part of the strategic planning process.
- Post webinar surveys will assist conference committee in deciding potential conference speakers.
- The reporting of \$ generated from webinar delivery to MC.

- A template and copy for advertising created by webinar sub-committee to assist presenters to advertise in a manageable way for the AKA for all webinars. Include presenter's logo and contact details as well as detail.
- Template for PowerPoint presentation. Introduction, content, last two slides promoting themselves and any offer linked to the webinar, logos (aka and presenter)

Presenter Responsibilities

The following must be adhered to for each webinar approved by the AKA:

- Provide marketing flyer, copy (content) and graphics to promote the content of the webinar.
- Submit the PowerPoint presentation (or similar) for AKA review.
- Participants are surveyed for every webinar provided to assess satisfaction with programs and services. A standard, AKA approved survey must be delivered to participants within 24 hours of completion of the webinar.
- Webinar to be created by subcommittee and tweaked as they see fit moving forward.

Presenters must not:

- Collect email addresses from webinar participants for ANY purpose, especially marketing purposes unless a secondary sign up platform sheet is provided for scrutiny and approval by the AKA.

Participant Responsibilities

- Mute their end so presenter isn't disturbed. Only un-mute when addressed by name in Q& A section.
- Complete survey after the webinar.
- Not pass on link to friends who haven't registered and facilitates sending out bonus information with the purchased recording.
- Submit their AKA member number when registering.
- Not share the recording due to copy write.
- Respectful comments in Q&A.

Rules for Conduct within a Webinar

- No marketing of any kind allowed in webinars.
- Management of privacy of collected email addresses
- Submission of participant list to AKA for issue of CPE point certificates.

Procedure for Presenters

- Keep context appropriate to audience.
- Introduce themselves and summarise what the expected outcomes will be.
- Present for the allocated advertised time and keep to time, see PowerPoint template.
- Remind participants to mute their respective microphones.
- Not make claims outside their scope of practice.

Performance Indicators

The AKA will measure the success of webinar(s) in terms of:

- Participation in and within webinar(s) by members. How long are we engaging participants? Will give an idea of how popular the webinar and/or presenter is.
- An increase in the participation of association events. E.g.: conference and other webinars.
- Membership retention year on year.

Review

This policy will be reviewed annually. The review process will include an examination of the performance indicators, consultation with members of the association, and a discussion forum involving the management committee.

Appendix A - AKA Approved Webinar Submission form

https://www.aka.asn.au/resources/Documents/AKA%20Approved%20Webinar%20Submission_v1.0.pdf