



### **RISE Live Webinar Event Guest Guidelines:**

- Plan to join the call about 30 minutes before broadcast time for an EQ and sound check
- Send your slide deck that accompanies your presentation to our staff.
  - We only need this as a backup in case you are unable to share your slides from your screen, we will be able to do it for you if necessary.
- Your segment will be about 20 minutes long. Please ensure you have enough content for that duration.
- This will be a casual format. We may interject and ask questions for the purpose of getting the audience engaged.
- If you have specific questions you want us to ask, please send them!
- Look into the camera, not the computer screen
- We will have an open Q/A session after your portion.
- We will have a hard stop, at 60 minutes
- **Send me a hi res headshot, on a transparent background**
- **Send me your hi res logo on a transparent background**
- We plan to record this sessions and later make it available on our social media platforms
- We will create promotional graphics for the premiere event, please share on your social platforms
- A speaker PDF will be created with your bio and headshot. This will be sent to all who registered for the event, and will be placed on our website along with your headshot.
- We ask that you promote the webinar to your audience, and invite them to like, comment, and share the video

### **Optional Advertisement**

- *You are welcome to be a video sponsor if desired. This will allow you a commercial spot at the top of the video that can include a QR code directed to your URL!! (\$150 per video; we add a voiceover and your provided script played during a single static image of your logo or submitted image)*

*This is COMPLETELY OPTIONAL and has absolutely no bearing on when your video will air. We simply want to offer the option, if you would like to use your content as an professionally edited video for your marketing and branding collateral.*