

# WEBINAR PROGRAM

FEBRUARY 2024

The **Webinar Program** provides ACPM Members with an opportunity to access timely, relevant and educational online sessions. **ACPM will manage the marketing, registration and execution of the webinar and the participating organization is responsible for content creation and delivery.**



**ACPM** is the leading advocacy organization for a balanced, effective and sustainable retirement income system in Canada and our membership manages retirement plans for millions of plan members.

### **ACPM MEMBERSHIP REPRESENTS:**

- » Plan Sponsors, Administrators and Trustees
- » Actuarial, Consulting and Accounting Firms
- » Investment and Legal Firms
- » Custodians and Record Keepers
- » Organized Labour
- » Human Resource Professionals
- » Government / Agency Employees
- » Professional and Industry Associations

## WHAT YOU NEED TO KNOW

### BENEFITS

- » Deliver professional expertise to an international audience
- » Extend brand identity to target audiences
- » Receive post-webinar survey results
- » Present the event without having to leave your office
- » Webinar is available for post-viewing by attendees

### PROCESS

#### 1. CLIENT SUBMISSION:

- a. ACPM Member submits a 100–150 words webinar content description for approval by the **ACPM Editorial Committee**
- b. ACPM Member registers and submits desired time slots
- c. Presenting organization sends draft of the presentation to ACPM for review

#### 2. DESIGN:

The presentation needs to be formatted in the ACPM webinar presentation template that will be provided

#### 3. DELIVERY AND POST-DELIVERY:

- a. Final presentation is available and webinar is delivered
- b. Post-event delivery of the presentation to attendees to be decided by the presenting organization

### DETAILS and RESTRICTIONS

- » Presenting organization must be a current ACPM Member
- » Format is voiceover with a static Powerpoint presentation
- » Webinar topics must be educational, relevant and not excessively self-promotional
- » ACPM hosts the webinar and manages marketing, registration and execution
- » Material can be provided in English and/or French
- » Webinar should be no longer than 60 minutes in length, including Q&A
- » Webinar scheduling is subject to booking availability
- » Content must be approved by ACPM
- » Webinars are free for ACPM Members and staff of Leadership Supporters. A registration fee is required for any other webinar attendees.





PRICING

ACPM LEADERSHIP SUPPORTERS	ACPM PLAN SPONSOR MEMBERS <sup>(i)</sup>	ACPM INDIVIDUAL MEMBERS	NON-MEMBERS
COMPLIMENTARY	\$250	\$450	NOT AVAILABLE

YOUR CONTACT INFORMATION *(Please check one category only)*

ACPM LEADERSHIP SUPPORTER

ACPM PLAN SPONSOR MEMBER <sup>(i)</sup>

ACPM INDIVIDUAL MEMBER

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

EMAIL \_\_\_\_\_ TEL \_\_\_\_\_

MEMBER N° \_\_\_\_\_

YOUR WEBINAR INFORMATION

ESTIMATED LENGTH *(incl. Q&A)*: \_\_\_\_\_

LANGUAGE:  ENGLISH  FRENCH  ENGLISH + FRENCH *(must be presented in succession; 60 minute limit)*

PREFERRED DATE *(if possible)*:

1<sup>ST</sup> CHOICE \_\_\_\_\_

2<sup>ND</sup> CHOICE \_\_\_\_\_

Notes:

*(i) Plan Sponsors, Administrators, Trustees, and Government Employees.*

*(ii) Prices are per webinar. All orders are final.*

*(iii) Prices do not include applicable taxes.*



**YOUR PAYMENT INFORMATION**

SELECT YOUR PAYMENT OPTIONS:

**INVOICE** *(Invoice will be issued by ACPM with applicable taxes)*

**CREDIT CARD**     VISA     MASTERCARD     AMERICAN EXPRESS

NAME ON CARD \_\_\_\_\_

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

HST/GST# R105194245, QST#1210404704

**TO PLACE YOUR ORDER or FOR ASSISTANCE**

PLEASE EMAIL THIS FORM TO or CONTACT:

**JUDY LEI**  
Director, Operations and Programs  
[judy.lei@acpm.com](mailto:judy.lei@acpm.com)  
TEL: 416-964-1260 EXT. 224





### **ACPM WEBINARS – Submission Form**

The ACPM webinar program is popular with both speakers and attendees. Whether the presentation is from an industry insider or an expert panel, these webinars offer an opportunity to provide your expertise to professionals in the retirement income industry. Participating organizations receive the list of attendees and their organizations as well as a video link to the webinar that they can share with current and potential clients. Please refer to the [ACPM Approval Guidelines and Process](#) for additional details. ACPM will manage the marketing, registration and execution of the webinar; the participating organization(s) is responsible for content creation, presenter recruitment and delivery.

#### **Key Points**

- The topic should provide value to the audience and should not duplicate the treatment of topics of recent webinars or articles. While the topic could be the same, e.g., ESG, the specific treatment of the topic should be unique.
- The topic should be educational in nature and sufficiently sophisticated in treatment which would be more appropriate to senior retirement income industry professionals.
- The webinar should not be self-promoting or advertorial in nature.
- The webinar can be adequately presented in 50-60 minutes including Q&A.

**Webinar proposals are reviewed and approved by the [ACPM Editorial Committee](#) to ensure that they comply with ACPM guidelines. The committee reserves the right to decline any topic based on overall value, tone, content and/or excessive self-promotion. After completing this form, please email it to [events@acpm.com](mailto:events@acpm.com).**

#### **PROPOSED WEBINAR TITLE (IF KNOWN)**

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#### **SUMMARY OF WEBINAR PRESENTATION (MAX 150 WORDS)**

**Presenter Information**

PRESENTER #1 NAME \_\_\_\_\_

WEBINAR PRESENTER POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

WEBINAR PRESENTER EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

Has the presenter previously presented on this topic or a similar topic?  
Please provide any relevant background information.

**If applicable:**

PRESENTER #2 NAME \_\_\_\_\_

WEBINAR PRESENTER POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

WEBINAR PRESENTER EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

PRESENTER #3 NAME \_\_\_\_\_

WEBINAR PRESENTER POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

WEBINAR PRESENTER EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

MODERATOR NAME (if applicable) \_\_\_\_\_

WEBINAR MODERATOR POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

WEBINAR PRESENTER EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

ADDITIONAL CONTACT NAME (e.g., assistant) \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_