

## Proposal Form for an ISMPP U Webinar Session

### Information for those proposing ISMPP U programs

ISMPP U is an educational series featuring a monthly hour-long webinar on topics of relevance to the ISMPP community of publication planning professionals, including cutting-edge developments. We welcome collaborations with allied and affiliated organizations, and we welcome proposals by ISMPP members for sessions that will be of interest to the membership.

ISMPP sessions take place on the third or fourth Wednesday of the month, from 11:00 AM–12:00 PM Eastern Time (US). The sessions generally follow this structure:

- Moderator introduces session (5 minutes)
- Two to three presenters speak from slides (45 minutes)
- Moderator facilitates Q&A session (10 minutes)

ISMPP U presenters develop the content for their presentations, ideally in collaboration with each other and the organizer/moderator. An ISMPP U slide template will be provided as well as technical support on the ISMPP U platform from the ISMPP Staff. ISMPP U Committee members are available for guidance as presenters develop their presentations and often serve as moderators of the program, where appropriate.

ISMPP U sessions are considered by the Recertification Committee for ISMPP CMPP™ continuing education credit. ISMPP U content must be nonpromotional and fair balanced. If an ISMPP U speaker represents a specific commercial supplier, they must speak in general terms and be willing and able to provide content beyond their specific service. Please don't hesitate to seek speakers from outside of ISMPP, as we enjoy hearing their unique perspectives.

ISMPP U presenters must agree to the following terms of participation and sign a Speaker Agreement:

1. Participation as a speaker is a voluntary service and no honorarium is provided for this service.
2. The time involved for the webinar includes:
  - a. Development and/or review of communications about the webinar topic.
  - b. Preparation of slides for the webinar and any relevant modifications agreed to with the ISMPP U Committee representative; however, I, as the speaker, will have final control of the content.
  - c. Participation in a one-hour 'dry run' a few days in advance of the webinar.
  - d. Participation in the webinar (joining the call/logging onto the website 15 minutes in advance and 1 hour for the webinar).
  - e. Any post-meeting communications as needed.
3. The webinar is recorded and saved in the ISMPP U archives for membership use at a later date.

**To propose a topic for an ISMPP U webinar program, please complete the following:**

1. Date of this proposal: \_\_\_\_\_

2. Individual or group making the proposal, and their connection to ISMPP (if any):  
\_\_\_\_\_

3. Your contact information: \_\_\_\_\_

4. Draft title for proposed ISMPP U program: \_\_\_\_\_

5. Brief description of concept or overview of webinar (*1 paragraph or less*):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Draft learning objectives for program (*3 or 4 bullets; what will the participants be able to do better after participating in the program?*):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

7. Who are the proposed presenters, if known? (normally 2 or 3 people) For each, please provide affiliation, geographic location, relevant credentials, and brief bio. If appropriate, describe the particular topics each presenter will speak to. If speakers have not been identified, what types of presenters will you seek?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Do any of the presenters represent a commercial entity that provides services related to the topic of the program? If so, *how* will a nonpromotional stance and fair balance be maintained?  
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9. Have the presenters already agreed to participate?

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10. *If known:* Would you prefer a member of the ISMPP U committee to moderate the program, including the Q&A session, or would you prefer to provide the moderator? If so, who would moderate? The ISMPP U committee will offer training to the moderator/presenters.

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11. When is the first month the program could be offered? Do you have a preference for which month the program takes place and why? Please provide a few dates that may work for you and the presenters, keeping in mind that ISMPP Us are held on the third or fourth Wednesday of the month from 11:00 AM–12:00 PM Eastern Time (US).

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12. Do you expect this program will be of greatest value to experienced publication professionals (ie, more than 10 years' experience), novice (early career), or both?

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13. Is there any additional information you want to provide to the ISMPP U Committee for consideration of this program?

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**Thank you for your proposal!**

The ISMPP U Committee meets monthly. The committee will provide feedback on your proposal as soon as possible.

**PLEASE SUBMIT YOUR FORM TO [ismpp@ismpp.org](mailto:ismpp@ismpp.org) WITH THE SUBJECT LINE: ISMPP U PROPOSAL**