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## **HLAA's New Educational Webinars Program: Greater Reach, Higher Impact**

The Hearing Loss Association of America (HLAA) is pleased to invite you to partner on our new educational webinars program for people with hearing loss. Our educational webinars program will offer consumers a dynamic, cost-effective and engaging way to learn more about topics that impact their daily lives without leaving their home or office. It will also provide opportunities for HLAA to conduct greater outreach and convey timely information and support to our members, chapters and Walks. HLAA's educational webinars will enable us to reach a geographically diverse audience, raise greater public awareness about hearing loss and educate consumers.

### **Sponsorship Cost**

The Educational Webinars Program total cost is \$30,000 for one year; a \$10,000 investment for each of the three sponsors selected. The program will begin on October 16, 2013. The first year will conclude on October 15, 2014.

### **Exclusive Sponsorship Benefits**

HLAA is limiting sponsorship of the educational webinars program to three corporations. Each sponsor will receive the following benefits:

- Your company can produce one product or service information demo webinar
- Recognition at the beginning and ending of each webinar
- Recognition on HLAA's website including Webinars page using your hyperlinked logo
- Recognition in HLAA's bi-monthly *e-News*
- Recognition in HLAA's *Hearing Loss Magazine*
- Recognition in HLAA's press releases and media materials on the Webinars program
- Listing as an HLAA Educational Webinar Program sponsor on your corporate website

### **Live Interactive Program**

Educational webinars, or online seminars, are delivered via the web using Blackboard Collaborate. Webinars are a high-impact way to reach hundreds of individuals and provide valuable education and information on topics and issues impacting people with hearing loss.

The webinars will be one hour in length. Each live webinar can support up to 300 participants at a time. All webinars will be captioned and recorded for playback later.



## **Topics**

HLAA will offer educational webinars on a variety of topics and to various constituency groups.

*General webinars* will be open to both members and non-members and will explore topics of interest to people with hearing loss, their families, caregivers, hearing healthcare professionals, veterans, parents, educators, companies, and those with an interest in learning more about hearing loss and HLAA.

Topic examples:

- Emerging technologies
- Assistive technologies
- Coping skills and communication strategies
- Veterans' issues
- Parents and how to advocate for their children with hearing loss
- Employment issues
- Emergency preparedness
- Tinnitus

*Internal constituency webinars* will be open to internal HLAA groups such as chapters, Walk4Hearing leaders and volunteers, convention participants, board members and donors.

Topic examples:

- Chapter branding and communication
- Community outreach and underserved populations
- Leadership and organization skill-building for volunteer leaders
- Building Walk4Hearing alliance partnerships
- Walk4Hearing technical support
- Chapter technical assistance and organizational support

## **Online Follow-Up Surveys**

At the conclusion of each educational webinar, participants will be asked to complete a brief online survey measuring the effectiveness of the presentation, the content and the relevance of the subject



matter. The survey feedback will provide HLAA with information to enhance and improve the effectiveness of future presentations based on our participants' responses.

### **Video Library**

After the live presentation, webinar recordings (in MP4 format) will be posted on our website at *hearingloss.org*. In addition, the video library version will be viewable on mobile devices.

All HLAA webinars are captioned. Webinars produced for internal HLAA constituency groups such as chapters, Walk4Hearing, volunteers and for organizational development will be available to their respective constituency groups.

### **Marketing**

HLAA will market the educational webinars program through all media platforms including our website, *hearingloss.org*; bi-monthly *e-News*; press releases; *Hearing Loss Magazine*; Facebook; Twitter; mobile texts; listservs; etc.

HLAA encourages our sponsors to market the educational webinars using various media platforms to their constituents and consumers as well.

### **Participant Structure**

HLAA's Educational Webinars Program will be **free**. Participants will be required to register online via HLAA's website portal.

### **Sponsorship Contact Information**

To become a sponsor or to learn more about HLAA's Educational Webinars Program, please contact: Joy Braun at [jbrown@hearingloss.org](mailto:jbrown@hearingloss.org); or Nancy Macklin at [nmacklin@hearingloss.org](mailto:nmacklin@hearingloss.org).