

## **2020 Sponsored Webinars Guidelines for Session Presenters**

### **Welcome Interested Webinar Presenters!**

Due to a limited number webcast availability in 2020, NASCA is conducting a Call for Ideas for states or corporate leaders for future webcast. Final webcast and speakers will be determined by the Program Committee.

### **Webinar Goals**

NASCA is preferred community and trusted resource for chief administrators and their senior teams. In addition to in-person events, NASCA is getting significant request from members to offer education through webinars to curate and disseminate best practices, success stories, case studies, and world class research.

In an effort to provide robust online education, NASCA is reaching out to corporate partners to collaborate with NASCA Programs Committee by serving as a subject matter expert or content contributor on a sponsored webinar.

### **Benefits include:**

- Topic consultation with the NASCA staff and Programs Committee to align your expertise with our members' needs
- Serve as a subject matter expert on a 60 minutes national webcast targeted at state CAOs and their senior teams and government stakeholders
- Co-brand with NASCA logo as thought leader
- NASCA will provide ongoing promotion to senior staff
- Pre and post attendance roster
- Recorded webinar is featured on a landing page in [NASCA Research Page](#)

### **Content Priorities**

NASCA webinars are focused on topics identified from the [Top Ten Priorities of State Chief Administrators](#) – a biannual survey of members to identify the top trends in transforming state government operations. Content should be relevant and informative to cabinet level government leaders and their senior teams.

State speakers are highly encouraged and NASCA will extend the invites to any approved state speakers. At least 15 minutes at the end should be budgeted for questions from those on the call. A call design (annotated agenda of speaking parts) must be submitted in the application for webinars. The application will be confirmed by the Programs Committee or staff lead.

# REPRESENTING CHIEF ADMINISTRATORS AND THEIR TEAMS

Strategically transforming state government operations

# NASCA

National Association of State Chief Administrators

## Webinar Landing Page & Promotions

NASCA will serve as the host and moderator of the webinar. NASCA will create a title slide and landing page for participants to register for the webinar; however, speakers may use their own slide decks.

The attendance of the webinars is open to members and non-members of NASCA in order to promote NASCA as the recognized voice of operational excellence.

## Dates

Scheduling will be decided based on a mutually agreeable date. The webinar must take place between 12:00-4:00 PM ET to be applicable to all state members.

	Open Months for Webinars	Scheduled Webinars
<b>Jan</b>		Electrification of Fleet
Feb		LNW Harvard Webinar on Digital
<b>Mar</b>	X	
Apr		NASCA Research Workforce
May		
Jun		NASCA Research Admin Office of Future
<b>Jul</b>	X	
<b>Aug</b>	X	
Sept	x	
Oct		Institute Study Groups
Nov		NASCA Research TBD
<b>Dec</b>	x	

## REPRESENTING CHIEF ADMINISTRATORS AND THEIR TEAMS

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### Example of sponsored webinar:



The graphic features a blue vertical bar on the left with the NASCA logo. To the right, the text reads: 'NASCA Webinar Series' in a yellow box, followed by the title 'HOW STATES ARE USING INNOVATIVE APPROACHES TO MANAGE REAL ESTATE FOR OPTIMIZING WORKPLACE STRATEGIES, REDUCING COST, AND IMPROVING EFFICIENCIES.' Below the title is the date 'Wednesday, November 13<sup>th</sup>' and time '3:30-4:30 PM ET'. At the bottom, four circular headshots are shown with names and titles: Director Kara Veitch (Colorado Department of Personnel & Administration), Director Janel Forde (Illinois Department of Central Management Services), Commissioner Christi Branscom (Tennessee Department of General Services), and Director Jim Kurtenbach (Iowa Department of Administrative Services). The JLL logo is in the top right corner.

### How States are Using Innovative Approaches to Manage Real Estate for Optimizing Workplace Strategies, Reducing Cost and Improving Efficiencies

Wednesday, November 13, 2019

3:30 - 4:30 PM ET

**In this free webinar you will learn the how states are using innovative approaches to manage real estate. Key take-aways include:**

- Create a vision for an optimal real estate portfolio
- Assess their current portfolio and identify gaps
- Identify challenges and opportunities for implementing a new real estate strategy (employees, legislatures, vendors)
- Review change management strategies for sustained performance

#### Speakers:

- Herman Bulls, Vice Chairman, Americas, JLL & Corporate Board Director
- Kara Vietch, Director of Department of Personnel & Administration, State of Colorado
- Janel Forde, Director of the Department of Central Management Services, State of Illinois
- Christi Branscom, Commissioner of General Services, State of Tennessee
- Jim Kurtenbach, Director of Department of Administrative Services, State of Iowa

If you are interested in a webinar contact Jamie Rodgers at [jroddgers@nasca.org](mailto:jroddgers@nasca.org) with the following information.

1. Top Ten Topic
2. Speakers
3. Suggested State Speakers (NASCA will confirm)
4. Description (150 words)
5. Key Take Always
6. Call Design