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WEBINAR PREPARATION GUIDELINES FOR PANELISTS

1. **Calendar Invite:** Please forward contact information for all panelists and staff who will need to access the webinar as a panelist. A panelist calendar invite will be sent. Once the invite is received, please accept the invite so you have the information to access the webinar as a panelist on your calendar.

2. **Panel Composition**: All panels should consist of one service provider and, at least, one active industry panelist, such as a client, to provide an industry perspective. (NOTE: A webinar announcement will not be sent until all panelists have been approved and confirmed.)

3. **Panelist(s) BIOs**: Please forward your BIOs for the introduction.

4. **Preparing the Presentation**: Attendees are always looking for practical guidance on the webinars so please provide plenty of "how-to's" and case studies during your presentation. Please refrain from reading the presentation. Our most successful webinars have been those where panelists are sharing dialogue, by presenting questions to each other or by providing examples from their own experiences.

5. **Marketing on the Webinar**: NSCP webinars are not to be used as a marketing tool for your firm or your firm's products. A brief summary of the sponsor firm(s) information (not a product) can be provided on the final slide.

6. **Power Point Presentation**: A power point template will be provided by NSCP for the presentation. The final power point presentation must be received by NSCP no later than 48 hours before the webinar. Please forward the final version to Danielle Whitacker at danielle@nscp.org.

7. **Webinar Practice Run**: Approximately one week prior to the webinar, a practice session will be scheduled to familiarize the panelists with the WEBEX system, go over any last minute administrative details and give the panelists an opportunity to practice their presentation.

   Logistics to be Determined on the Practice Call:

   - Who will be assigned to run the presentation?
   - Who will be assigned to collect / present the questions from the Q&A box?

8. **Q&A at End of Presentation**: If there is time for a Q&A period at the end of the presentation, you can answer attendee questions submitted through the Q&A feature. It is a good idea for panelists to prepare a few questions ahead of time in case few or no questions are presented by attendees.

9. **Reminder to Registrants**: On the morning of the webinar, an email reminder will be sent to all those who registered for the webinar. The reminder will include a PDF version of the power point for those unable to access the WEBEX system or who are traveling and are only able to attend via telephone.

10. **Logging into the Webinar**: Panelists need to log into the webinar at least 30 minutes in advance so we can make sure everyone is able to access the webinar and be heard. NSCP staff will be on the call about 45 minutes in advance to load the presentation onto the screen and to test audio.

11. **To Access the Webinar as a Panelist**: Click on the link provided in your calendar invite. This link is specific to panelists.

WEBINAR PREPARATION GUIDELINES FOR PANELISTS (cont.)

12. **Panelist Access Dial Information**: Although dial information is found in the invite, you will also need a panelist access code. Therefore, you should access the webinar first and then click on "Event Info" in the upper left corner to find complete dial information for panelists. These instructions are specific to you as a panelist so all information must be entered.

   - **Telephone vs. Computer Audio**: Panelists should use their telephone for the presentation to ensure good sound quality and to better insure that they will not be dropped during the presentation due to loss of signal.

   - **Land Line Telephone vs. Cell Phone**: If you are using a cell phone, please make sure you have a good connection and do not move around as this may cause you to fade in and out or even lose your connection. Land line phones are preferable.

13. **Panelist Chat Room**: When you log into the webinar as a panelist, you will be entering a panelist chat room where the attendees will not be able to hear you talking. This will give you time to talk amongst yourselves and go over any last-minute details.

14. **Exiting the Panelist Chat Room**: About 7 minutes prior to the webinar starting, you (panelists) will be transferred over to the actual webinar presentation. At this point, please mute your phones and, if you need to speak to NSCP representatives or to the other panelists, please use the "Chat" feature at the right of the screen. Make sure you are sending to "All Panelists" only.

15. **5 Minute Warning**: 5 minutes before the webinar begins, NSCP staff will make the announcement: "The webinar will begin in five minutes."

16. **Webinar Begins**: The webinar will begin promptly at the stated webinar time. NSCP will make a few brief announcements prior to introducing the panelists. The panelist's introductions will include Name, Title and Firm. The webinar will then be turned over to the panelists where the panelists can elaborate more on their background and experience.

17. **Prevent Background Noise**: When you're not speaking during the presentation, mute your phone to prevent any background noise.

18. **Lost Connection**: In the event that one of the panelist loses their connection to the webinar, the other panelist(s) on the presentation should be able to take over and continue with the presentation until the panelist(s) is able to reconnect.

19. **Conclusion of Webinar**: At the conclusion of the webinar, NSCP will thank all the panelists for their presentation, remind all attendees where they can find panelists contact information if there are any additional questions and request that they (the attendee) complete the survey to follow.

   AFTER THE WEBINAR:

   - NSCP will send a follow-up email to all registrants which will include the recording link and contact information for the panelists. This recording link can be shared with sponsor clients (the recording link usually takes a day to process)

   - Within a couple of days following the webinar, NSCP will provide to all the panelists a copy of the registration list which will include the attendance information and answers to the survey questions. **NOTE:** If a registrant indicates that they do not wish to be a part of the presenting firm's mailing list, those registrants will be removed from the list provided. This registration list provided by NSCP can only be used one time for marketing purposes.