



PAR Webcast Development

Reaching members with knowledge, resources and community is at the core of the PAR mission, and this is shared in our webcast series. A successful webcast brings together:

- Relevant content
- Presentation quality and visuals
- Delivery dynamics
- Connection to the audience for action, retention or experience

You are not alone in this journey. Every PAR Webcast will have a Host and Moderator to help you make the most of your presentation. The PAR team takes care of all technical aspects, and will help you with all phases of your cast:

- Date selection
- Slide review (1 week prior to your presentation)
- Rehearsal (1 hour prior to your presentation)
- Live Webcast: PAR will be there to help you with intro, polls, Q&A, and any technical issues.
- Archive (24 hours post-webcast)

Knowledge: If you're a PAR webcast speaker, that means we believe your experience or ideas will help our members and their organizations. PAR speakers are forward-thinking, solution-oriented, engaging and knowledgeable subject-matter experts. We know our members' time is valuable (and so is yours!) so we make attending our webcasts worth everyone's time and resources.

Resources: Webcasts are conducted through the WebEx or Zoom platform. Along with our PAR team, webcast speakers will create a webcast slide presentation. On the day of the event, a PAR webcast team member will moderate the program and help guide the presentation. Following the live webcast, a recording is posted to the PAR website for our members to view as well as a quick guide to the tools covered in the webcast.

Community: PAR is part of ASAE's CAE-certification program. We hold ourselves to a high standard to make sure our webcasts are inspiring and educating our members as they focus on revenue growth and/or prepare for the CAE certification exam. Webcasts are collaborative as attendees are able to ask real-time questions of the webcast presenter.

Interested in becoming a webcast presenter for PAR? Contact PAR president, Sean Soth and Sean.Soth@mypar.org to share your idea and learn more!