



2016 WEBINAR SPEAKERS



Request for Speakers Open — Deadline Extended

ABC's free webinar series covers timely construction issues important to ABC member companies and their employees. Each webinar serves as a convenient and valuable way for ABC members to stay educated on the industry topics that impact their businesses and their bottom line. Take this opportunity to educate ABC members on how your company's services or products can help them develop people, win work and deliver that work safely, ethically and profitably. Since its launch in 2009, ABC's webinar program has grown exponentially and has become a coveted member service. Each year we have more webinars and more member participation – Now it's your turn!

It is important that you carefully review the information below before submitting your proposal. This information will help you put forth a complete submission for consideration.

TARGET AUDIENCE

Enhance your company's visibility to ABC's 22,000 members from construction and industry-related firms on an ongoing basis. ABC's membership represents all specialties within the U.S. industrial and commercial construction industry, which means no matter who your audience is, ABC's webinar series presents a valuable opportunity to grow your reach.

PROPOSAL REVIEW PROCESS

All proposals will be reviewed by a selection committee that plans the webinar content. Final selections will be made by the Member Services department organizers. Notification about the status of submissions will be sent directly to the speaker. If you are submitting a proposal on behalf of someone else, please check with him or her regarding receipt of the decision.

Proposals will be reviewed based on the following criteria:

- Proposal title and description.
- Experience level and topic that the presentation covers.
- Interest in the proposed topic by our members.

SELECTION CRITERIA

The proposed session must clearly apply to ABC members and be delivered by a speaker with considerable knowledge and experience facilitating learning experiences. Proposals are evaluated on whether they have:

- Clear, specific, and informative content which is directly linked to the learning objectives.
- Application-focused learning objectives which can be realistically met in the time allotted.
- Content that is current and practical, cutting edge or innovative as it relates to the construction industry.
- Programs and initiatives that demonstrate measurable business impact and results.

Please fill out the ABC Webinar Worksheet here. Submit your completed worksheet to Jessica Serafin at Serafin@abc.org.



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WEBINAR TOPICS

Webinars covering the following topics have previously been highly attended:

Business Development
Federal Affairs
Financial Management
Green Initiatives
Health Care
Insurance
Law
Payroll
Resource Management
Safety
Social Media
Technology
Website Services

The above list serves as recommendations. If you'd like to submit another topic that you feel is relevant to the target audience, please feel free to do so.

Below, please find a more detailed list of areas of interest to ABC members:

Bid Strategies
BIM
Business Development Best Practices
Code Updates
Construction Best Practices
Cross-Generational Management
Green Build & Sustainability
Health Reform, Health Care
How to Best Sell Your Business
Insurance and Bonding
Labor Law Updates
Lean Construction
Legislative Updates
Management Styles
New Technology Trends
3-D printing, drone technology, GPS technology
Organic and In-Organic Growth Strategies
OSHA Updates
Prefabrication and Modularization
Productivity
Recruiting and Retaining Young Professionals
Regulatory Updates
Safety Performance
Social Media in Construction
Strategic Alliances / Minority Joint Ventures
Succession Planning
Supply Chain Management
Upcoming Industry Trends
Workers' Compensation

WEBINAR MARKETING

Webinars will be posted on the ABC.org webpage six (6) weeks prior to the presentation date for maximum member exposure. All ABC members, chapter presidents, and National staff receive an email every Monday featuring the upcoming webinars. These emails link directly to the webinar for easy registration access. Webinars are highlighted to all members and chapter staff through ABC's weekly newsletter, Newsline, every Wednesday.

WEBINAR SPONSORSHIP

Interested in sponsoring a webinar? Contact Jessica Serafin at Serafin@abc.org



2016 WEBINAR SERIES



Please complete this form and email it back to Jessica Serafin (serafin@abc.org) along with the speaker bio and headshot.

Presentation Title:

Date:

Time:

Length:

ABC Staff Moderator:

Speaker Name:

Email (required for GoTo Webinar):

Title:

Organization:

Biography: Please check as forwarded Headshot: Please check as forwarded

Has the speaker presented a webinar before? Yes No

Webinar Description: (2-3 paragraphs-this information will be used on the ABC Webinar webpage)

Webinar Short Description: (1-2 sentences – this information will be used on the registration webpage)

This webinar is designed to: (List 3-5 takeaways)

- 1.
- 2.
- 3.
- 4.
- 5.

Who Should Attend: (List 3-5 Titles/Roles)

- 1.
- 2.
- 3.
- 4.
- 5.

Who can attend (check all that apply):

ABC Members Non-Members

Who should this be promoted to (check all that apply):

General Contractors
Subcontractors
Suppliers
Associate Members

Reference Materials: (Please list the speaker presentation materials. – i.e PPT presentation, video clip, handouts)

- 1.
- 2.
- 3.
- 4.
- 5.