

MEMBER BENEFIT

ALFN WEBINARS

NEVER STOP LEARNING



HOSTING AN ALFN WEBINAR JUST MIGHT SURPRISE YOU:

- + AVERAGE ATTENDANCE OF 100-200+ INCLUDING MORTGAGE SERVICERS
- + PRESENTERS RECEIVE CONTACT INFORMATION FOR ALL ATTENDEES
- + POSITION YOURSELF AS A SUBJECT-MATTER OR STATE-SPECIFIC EXPERT
- + EXPOSURE TO OVER 5000 MORTGAGE SERVICING INDUSTRY PROFESSIONALS
- + BUILD CREDENTIALS OF YOUR YOUNGER ASSOCIATES
- + WEBINARS ARE RECORDED AND MADE AVAILABLE ON-DEMAND ON OUR WEBSITE

100+ DEFAULT SERVICES LAW FIRMS.
34+ ANNCILLARY SERVICE COMPANIES.
5,000+ MORTGAGE SERVICING PROFESSIONALS.

ONE WEBINAR PLATFORM.

As you may be experiencing, getting in front of your client has been more challenging than ever before with reductions in travel and the overall changing landscape. With that in mind, we have developed the perfect solution through our ALFN Webinar platform in which you can market yourself to our members or to the mortgage servicing industry at large through this online educational tool. Webinars must be educational and not as a sales tool to solicit and market your specific products/services directly during the presentation. You may suggest speakers and content for ALFN approval. ALFN does invite non-members (law firms and service providers) to attend most ALFN webinars for a cost of \$49 per non-member registrant. If you would like to participate in, or assemble, an ALFN hosted webinar, we have four methods for you to do so:

PRACTICE BUILDING SERIES (Attorney-Trustee Members Only) – 30-75 minute webinar addressing issues that face our Attorney-Trustee Members and their practices. HR issues, operational issues, financial stability and many others that directly deal with the business issues of managing a law firm or trustee.

LEGAL UPDATES (All Industry Participants or Members Only) - 60-75 minute webinar presentation covering industry topics and best practices. Issues presented are nationwide in scope.

STATE SPOTLIGHT (All Industry Participants or Members Only) - 30-75 minute presentation on state specific legal issues as they arise. Issues deal with more state level legislation and litigation, and other state specific issues.

ALFN COMMITTEE/PRACTICE GROUP (All Industry Participants or Members Only) – Normally 60-75 minutes in length, where only members of the ALFN committees/practice groups will present on industry topics relative to their particular groups core focus.

MARKETING BENEFITS OF ALFN WEBINARS

Get vast exposure to your targeted audience, all at no cost to you. Webinars consistently get around 100-200+ registrants, with webinars having had more than 1000 registrants. Depending on the topic, and for some state spotlight webinars, smaller audiences should be expected given the smaller target audience and state or specific niche topics that these webinars address.

Receive the attendees contact information to follow-up with all webinar attendees after the presentation, and for your further marketing use. Webinar speakers have received file referrals or made other business relationships as a direct result of speaking on an ALFN webinar.

You select the speakers and submit them for approval by the ALFN, and you prepare the content, so we can showcase you, your company/firm and other speakers. We are unable to host webinars with only your company/firm participating, so please give thought to other ALFN members that you will have involved in your presentation.

We do all the work in marketing your webinar to our contacts for registrations and managing the GoToWebinar technology for you, however you are welcome to distribute the registration information to your contacts as applicable.

All Webinar Video & Audio is recorded and posted to the ALFN webinar archive page on the ALFN website for future marketing value and distribution.

PRESENTER DEADLINES, TECHNOLOGY DETAILS & LOGISTICS

WHEN ARE WEBINARS

Webinars are normally held at 12 or 1 p.m. Central Time with a 30 minute pre-webinar call a day or two prior to review technology usage and the final details with all speakers. Tuesdays, Wednesdays & Thursdays are the days when we host webinars, unless a special circumstance requires a change.

ITEMS NEEDED BY SPEAKERS 3 WEEKS PRIOR TO WEBINAR DATE

If all of these items are not received by the ALFN 3 weeks prior to the webinar date, then your webinar will be rescheduled.

- Suggested webinar title and a few sentences to use as a description of the topic(s) for the registration form, that describe what you will be covering in the presentation.
- List of confirmed speakers & the designated moderator, with company names, job titles, email addresses and headshot photos for all.
- Type of webinar (Practice Building, Legal Updates, Committee/Practice Group or State Spotlight) and the length (30, 45, 60, or 75 minutes), and how much time will be allotted for audience questions.

ITEMS NEEDED BY SPEAKERS 1 WEEK PRIOR TO WEBINAR DATE

- Completed webinar presentation slides in PowerPoint using the ALFN template to be provided. The Moderator or other designated speaker should collect the slides and put them into one presentation in the correct order that represents when each individual should speak. Please spell check and format slides as needed so they are in final format when you send to the ALFN. ALFN will add speaker slides, as well as intro & closing slides. The Moderator should be in charge of working with the other speakers to get their materials in on time, communicate with them on their speaking points and make sure the process is moving along on time. ALFN will need to review and approve the final submitted presentation.

OTHER WEBINAR INFO

Presentation materials are emailed to all webinar registrants one hour before each webinar starts for their reference, with contact information for the speakers and their webinar access information.

Webcam use is required. ALFN will record the video/audio of the presentation and provide on our website with any materials after each webinar for anyone to view on-demand. This also gets emailed to anyone that registered for the webinar, with contact information on the speakers.

The Audience is muted during the webinars and they type any questions to the speakers to address during the presentation. Any questions not addressed during the webinar should be addressed by the speakers directly within 2 business days. We ask that a document be formatted that includes all questions and the answers so we can display as a resource on the webinar archive page within 2 days after the webinar concludes.

ALFN will control the slide presentation and transitioning of slides during the webinar, with verbal cues from the speakers on when to move on to the next slide. When transitioning between slides, speakers should maintain a seamless verbal transition and not wait for the slide to appear as there may be a five second or more lag between a speaker's verbal cue and the slide appearing on screen.

Any materials and recordings used for the webinar will become the property of the ALFN to use at its discretion for future educational purposes.

Webinar speakers must abide by the ALFN Speaker Selection Policy, and submit a completed and signed Speaker Agreement before participating as a speaker on an ALFN Webinar. View the ALFN Speaker Guide for additional information to prepare for participating in an ALFN webinar.

READY?

Email Susan Rosen (srosen@alfn.org) to begin planning your webinar.