



Guide to Creating a TMA Global Webinar

To execute your TMA Global webinar, please provide the following at least **five weeks in advance**:

- 1) Names, headshots, and contact information for **up to four** presenters **who are active TMA members**. We strive for representation from a broad range of identity groups in our programming. TMA may suggest additional speakers to increase representation.
- 2) A working title.
- 3) A brief description of the program for marketing and promotion (1-2 paragraphs). Who should attend this program and what will they learn? Should this content be promoted to other organizations, and if so, whom?
- 4) Two or three **multiple choice polling questions** to engage the audience. Yes/no questions are not accepted.
- 5) **OPTIONAL** materials for attendees to download.

A PowerPoint presentation may be used but is not required. TMA will provide a PowerPoint template.

Sponsorship opportunities are available! If you would like to sponsor your webinar to drive additional visibility to your firm, please reach out. TMA will need high-resolution JPG and EPS company logos.

Each webinar is a 60-minute presentation that is typically broadcast monthly on a Wednesday at 1:15pm CT via Zoom. TMA will provide a Zoom virtual background, or you may use your own. Plan for 40-45 minutes of content and 15-20 minutes to answer audience questions.

Presenters will receive an Outlook invitation to log in at 12:40pm CT to troubleshoot any connectivity, audio, or video issues. Please use a laptop to present from a professional location; **please do not** present from a mobile device or while in a car.

TMA webinars are recorded and will be made available on TMA Learning Link™, our members-only content library. Sponsors will also receive a copy of the episode for their records.

[Watch a previous TMA webinar](#) for ideas on how to prepare and present your content.

Please contact [Stacey Williams](#), Program Director, Certification and Education, with questions about any of the above. [Submit your idea for consideration here.](#)