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BUSINESS SUPPORT SERIES HOST OPPORTUNITY

This document is part of the production process for the Halifax Chamber of Commerce events team. Please take the time to read over it and respond at your earliest convenience. This will assist in the success of the virtual event! Thank you.

About the Business Support Webinar Series

The Business Support Webinar Series will explore timely topics with industry experts to provide key insights and answers on the best ways to succeed as a business. Hosted by the Halifax Chamber of Commerce, this series will feature a wide range of topics on how to survive and thrive. The web series take place on Tuesday and Thursday mornings at 10am to 11am.

Format

This webinar will consist of a 30-45 min presentation followed by a question-and-answer period facilitated by a representative from the Halifax Chamber of Commerce. Questions will be gathered by the Chambers Communications Specialist and also asked by the audience.

All speakers/panelists are asked to join the webinar **15 min before** the start time to test sound and video before the webinar begins.

The webinar will be recorded and uploaded to our YouTube channel the following day.

SAMPLE AGENDA

- 9:45AM – All panelists log on to webinar
- 10:00AM – Broadcast webinar to attendees
- 10:02AM –Introduction by Chamber Host and words from sponsor
- 10:05AM – Guest Speaker’s Presentation
- 10:45AM – Q&A facilitated by Chamber Host
- 11:00AM – Webinar Concludes

Technology Requirements

The session will take place on Zoom as a webinar and will be set up by the Chambers account. Chamber staff will be on hand to assist with monitoring attendees’ microphones, videos and incoming questions. Please let us know if you are unfamiliar with using Zoom, and we will schedule an overview before the event takes place.

To ensure a smooth webinar with no interruptions, all panelists will need a strong Wi-Fi connection and a set of high-quality headphones with a microphone. Chamber staff will be on hand, remotely, to assist.

WEBINAR PARTNERSHIP LEVEL

The Halifax Chamber of Commerce (HCC) will create and provide marketing and registration materials needed for the event. The Chamber will share the event on our online event calendar as well as other necessary channels. The Host (you) will partner with HCC at one of the following levels to help achieve marketing goals for the webinar.

 BUSINESS SUPPORT SERIES CORPORATE PARTNERSHIP			
PARTNERSHIP BENEFITS	FACILITATOR \$300	COMMUNITY PARTNER \$500	HOST PARTNER \$1000
Full webpage for event with corporate logo	✓	✓	✓
Acknowledgement of sponsorship from the Event Host during webinar	✓	✓	✓
Social Promotion Pack including social media graphics and content	✓	✓	✓
Recording of Event posted on Chamber YouTube channel and included in follow-up	✓	✓	✓
Corporate logo in Halifax Chamber bulletin and Social Media Appreciation Blast	✓	✓	✓
Logo prominently featured at beginning of Virtual Event		✓	✓
Receive a copy of the CASL compliant registration list		✓	✓
Corporate logo featured on virtual background of Chamber Host for the duration of event		✓	✓
Corporate logo in Business Voice magazine hyperlinked to a webpage of your choosing			✓
Event Live Streamed on Halifax Chamber Facebook page			✓
Corporate logo prominently featured in post-event email			✓
Opportunity to provide brief Sponsor Words included in our post-event email to registrants			✓

Speaker Information Required

Please email a biography along with a recent headshot/photo and a title and brief description of the webinar which includes 2-3 key takeaways. This information will be used for event promotion and speaker introductions.

Event Logistics/Sponsor Relations

The Halifax Chamber of Commerce (HCC) will manage all event logistics which include (but are not limited to) securing event sponsors as well as negotiating and executing sponsorship benefits. Please contact the Event Manager with any questions/suggestions regarding the event that will influence event logistics.