



Guidelines for RSNA Webinars

RSNA is pleased to work with your company to present an educational webinar. You identify the speakers and the format of the webinar. Once approved, RSNA will work with you to execute and promote the webinar.

General Guidelines

1. Sponsored webinars must be educational and should align with RSNA's education goals.
2. Sponsored webinars are not offered for CME.
3. Sponsored webinar speaker lists should include diverse representation and be education focused.
4. Format: Webinar is 60-minutes total in length, typically a 45-minute presentation and 10-15 minutes for Q&A.
 - The webinar may run live the day-of with no pre-recorded content.
 - The webinar may include a prerecorded video with a live Q&A following the presentation. Refer to Guideline 3 under the "Presentation" section for additional production and quality information.
5. Sponsor is responsible for developing the webinar's agenda, content, and communicating all pertinent webinar information to speakers.
6. Sponsor will appoint a lead moderator responsible for providing opening and closing remarks, and facilitating the live Q&A. The moderator also serves as the timekeeper and manages the run of show live.
7. All matters and questions not covered in the guidelines are subject to the discretion of RSNA. These RSNA guidelines may be amended at any time and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by RSNA to such parties.
8. The company shall protect, indemnify, hold harmless and defend RSNA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of RSNA, its officers, directors, agents or employees.

Webinar Information & Registration

1. Sponsor will use the RSNA Calendar of Availability to identify their preferred date and time selection for review by RSNA. The webinar date and time are not final until approved by RSNA.
2. Webinar details and registration are available in the RSNA Course Catalog.

3. Registration is required to receive the Zoom webinar link and reminders from RSNA. To register, the user must log in using their RSNA account or create one for free.
4. Webinars are free to RSNA members and non-members.
5. Attendees will receive a confirmation email after registering and a reminder email the day prior to and the day of the webinar. Forwarding links will not work.
6. RSNA will provide the moderator, speakers, and sponsor primary contact with unique Zoom links to access the Zoom practice session and webinar. These individuals should not register for the webinar.
7. Any additional company staff planning to attend the webinar must register through the RSNA Course Catalog.
8. Attendees may contact customerservice@rsna.org for assistance with registration.
9. On the day of the webinar, attendees may join by clicking the link in their confirmation or reminder emails, or by clicking the link on the course page in the RSNA Course Catalog.
10. Following the live webinar, RSNA will email registrants to notify them once the recording is available.
11. Attendees may access the recording, resources, and evaluation in the RSNA Course Catalog. A certificate of attendance will be available to attendees once they complete the evaluation.

Promotions

1. Once the title and description submitted on the intake form are approved by RSNA's Education team, RSNA's Marketing team will review and may edit the title and description to comply with RSNA's voice and brand standards.
2. The final title and description will be shared with the sponsor. RSNA will develop promotional assets from the final title and description and will not provide subsequent assets to the Sponsor for review.
3. RSNA will begin promoting the webinar when registration opens, approximately 4 weeks prior to the event date. Promotion includes placement in two RSNA e-newsletters and three social media posts across multiple RSNA social platforms.
4. Webinars are posted on RSNA's website on pages that are publicly available announcing upcoming events as well as on RSNA's EdCentral platform. Promotions will link to the course page in the RSNA Course Catalog.
5. Sponsor may promote the webinar and link to the course page in their promotional messaging.
6. All webinar details must be final and approved no later than 8 weeks prior to the webinar date.

7. Implications for delayed elements: reduced promotion from RSNA in marketing channels and less time for registration to be open.

Presentation

1. Content in presentations must comply with data privacy protection best practices, including protecting personally identifiable information and the sponsor having ownership rights to all images.
2. For live webinars, PowerPoint is the required presentation format, and slides should be created using the 16:9 aspect ratio. The sponsor is responsible for submitting a single presentation file that includes slides from all presenters two weeks prior to the webinar.
3. For prerecorded webinars, please note that Zoom compresses videos during playback which may alter the resolution of text and images in the video when compared to the original recording. The prerecorded video is the responsibility of the sponsor and will be due to RSNA as an mp4 file two weeks prior to the webinar date.
4. Zoom background, presentation slides and video feeds may include company branding or logos. However, the content should be educational rather than commercial. Webinar must be straightforward, professional, and non-combative in nature.
5. Sponsor may ask up to two polling questions during the webinar. Questions must be educational in nature to better understand educational gaps from the learners.
6. Sponsor may provide up to two URL links and two PDFs to be shared with registrants. Links may be added to the webinar chat during the live event. If the online enhancement is secured, both the links and PDFs will be added to the RSNA Course Catalog following the live webinar.

Practice Session and Webinar

1. Industry-led webinars take place on Zoom. The moderator, speakers, and sponsor primary contact are expected to join a Zoom practice session 30 minutes prior to the webinar start time for an orientation, regardless of whether the webinar is live or prerecorded.
2. RSNA will share the presentation slides and assign slide control to the moderator and/or speakers.
3. The moderator will make opening and closing remarks and facilitate the live Q&A.
4. Attendees will add their questions to the Q&A panel for the moderator and speakers to address live and/or to provide text answers within the Q&A panel.



Recording

1. RSNA will capture a recording of the live webinar. RSNA will email all registrants to notify them once the recording is available, usually within two weeks from the day of the webinar. Accessing the recording in the RSNA Course Catalog is free.
2. If the sponsor did not select the optional enhancement for the webinar to be posted on RSNA's YouTube channel and the RSNA Course Catalog for one year, then the recording will be available for a limited time, approximately 90 days.
3. The sponsor's approval of the recording file is due to RSNA within 3 business days of receiving the file to facilitate the sending of the email to registrants.
4. If further edits are required, the sponsor will be responsible for providing the revised file within 7 business days of receiving the file.
5. Sponsors that secure the optional enhancement may request to receive the recording file for use in their own promotions starting 90 days after the webinar date.

Reporting

1. Registration updates will be sent to the sponsor on a weekly basis from the time registration opens to the date of the webinar.
2. RSNA does not guarantee attendance numbers for any sponsored education presentation, including webinars.
3. RSNA will email summary metrics from the live event as well as leads to the sponsor within two weeks from the day of the webinar. Leads contain the contact information for those who registered and opted in to have their information shared with the sponsor. Aggregate metrics for on-demand views will be shared upon request.

Timeline

4 Months Out

- Date and time selections are due on the 15th of the month, four months prior to the webinar.

3 Months Out

- Intake Form is due on the 1st of the month, three months prior to the webinar.
- Fulfillment Form is due on the 15th of the month, three months prior to the webinar.

2 Months Out

- RSNA prepares course build, registration, and promotional assets.

1 Month Out

- Registration goes live and promotions launch.



2 Weeks Out

- If webinar is prerecorded, sponsor submits mp4 video to RSNA.
- If webinar is live, sponsor submits run of show agenda and final presentation slides to RSNA.

1 Week Out

- OPTIONAL: sponsor provides RSNA with resources and polling questions.