



Webinar & Workshop Policy

V 1.54

A guide to acceptable webinars offered to Australian Kinesiology Association members for recognised professional development and the responsibilities of each party involved in those webinars.



AUSTRALIAN KINESIOLOGY ASSOCIATION INC.

Administration Office: PO Box 233, Kerrimuir VIC 3129 Australia

Ph: 03 9898 7406 Email: enquiries@aka.asn.au

 Australian Kinesiology Association

ABN: 31 074 034 709

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REVISION TABLE

Version		Version Date	Document writers	AKAMC Ratification date	
1.5		November 2021	AKA MC		
Revision No.	Revision Date	Revision Version	Revision Description	Revised By:	AKAMC Ratification Date
1	19.08.2019	1.1	Add CPE points	P. Huynh	
2	19.09.2019	1.2	Adjust presenter marketing clauses	P. Huynh	

Version		Version Date	Document writers	AKAMC Ratification date	
1.5		November 2021	AKA MC		
Revision No.	Revision Date	Revision Version	Revision Description	Revised By:	AKAMC Ratification Date
3	04.08.2021	1.3	<p>Take out all reference to a webinar Power- Point template.</p> <p>Access to a recording free of charge if registered for the event.</p> <p>AKA to host no password disclosure.</p> <p>Include workshops and fee for non-members.</p>	M. McIntyre	
4	19.Oct.2021	1.4	<p>Insert Workshop into policy.</p> <p>All funds raised for workshop goes to admin purposes. Workshops are not recorded.</p> <p>Webinar available on the website for up to 2 years after the event.</p>	M. McIntyre	18.Nov.2021

Version		Version Date	Document writers	AKAMC Ratification date	
1.5		November 2021	AKA MC		
Revision No.	Revision Date	Revision Version	Revision Description	Revised By:	AKAMC Ratification Date
5	18/11/21	1.5	<p>Delete blank page between title page and Document Revision and Version Control Record Page 1</p> <p>Page 4, dot point 3 remove capital S for social and replace with lower case</p> <p>Page 4, dot point 4 remove capital C for calendar and replace with lower case</p> <p>Page 4, end of first set of dot points, remove extra line</p>	Gail Medland	

Objective

The Australian Kinesiology Association (AKA) is committed to leading the industry to develop member skills through the use of all forms of education. As such, webinars will form part of the accepted forms of professional development required by members each year. This policy aims to provide requirements for acceptable webinar services to Australian Kinesiology Association members.

Introduction

The underpinning principle of this policy is that the provision of quality content and delivered webinar services is of the utmost importance in building membership and participation. Satisfied members are more likely to continue participation, contribute to the organisation and renew their memberships each year.

What is a Webinar?

A webinar is a seminar or presentation conducted online.

What is a Workshop?

A workshop is an interactive experience between the presenter and the attendees, conducted online.

Australian Kinesiology Association Responsibilities

The Australian Kinesiology Association will:

- Review and approve each webinar/workshop to ensure it complies with Australian Kinesiology Association guidelines.
- Pay the presenter their nominated or agreed fee.
- Advertise a timetable of webinars/workshops for 6 weeks in the lead up to the event.
- Advertising in In Touch, social media and website.
- Have a 'must register by' date listed on calendar of webinars.
- Members can purchase the recording of the webinar after the event.
- Registrants who are unable to attend live webinars (not workshops) can gain access to the recording free of charge.
- Workshops will not be recorded due to their interactive nature.
- Fee for recording to only go to Australian Kinesiology Association for ease of administration.
- After event sales, webinars to be sold as recorded webinars on the Australian Kinesiology Association website as an alternative income stream.
- Maintain a calendar of webinars for members to easily navigate and reserve a place.
- Maintain and uphold the rules for conduct within a webinar.
- Management of privacy of collected email addresses.
- Provide the platform for webinars to be held on (Zoom) and recorded. Australian Kinesiology Association will be the host, allowing share screen option for presenter.
- Approve 1 CPE point for every hour of the developed webinar for the presenter.
- Australian Kinesiology Association will arrange a host to introduce presenter, facilitate Q&A and maintain code of conduct.
- Allow non-members to attend for a fee.

Australian Kinesiology Association aims to introduce and implement an ongoing webinar events program that includes:

- The creation of a webinar sub-Committee
- Provision of training and professional development for members
- Providing survey feedback to Management Committee (MC) regarding participant survey(s)
- Fostering a culture of continuous improvement within membership

- Maintenance of records and databases of events and participation (CPE program)

Additionally, the Australian Kinesiology Association will:

- Send an annual survey to all Australian Kinesiology Association members to ascertain content to assist with future annual webinar content planning and delivery timetable.
- The quality of services to participants is reviewed annually as part of the strategic planning process.
- Post webinar surveys will assist conference committee in deciding potential conference speakers.
- The reporting of \$ generated from webinars and workshops, where applicable, to MC.
- A template and copy for advertising created by webinar sub-committee to assist presenters to advertise in a manageable way for the Australian Kinesiology Association for all webinars. Include presenter's logo and contact details as well as detail.
- Create an advert in the newsletter, social media and website that is easily shared by the presenter and attendees.
- Participants are surveyed for every webinar provided to assess satisfaction with programs and services. A standard, Australian Kinesiology Association approved survey must be delivered to participants within 24 hours of completion of the webinar.

Presenter Responsibilities

The following must be adhered to for each webinar approved by the Australian Kinesiology Association:

- Provide marketing flyer, copy (content) and graphics to promote the content of the webinar.
- Submit the PowerPoint presentation (or similar) for Australian Kinesiology Association review.

Presenters must not:

- Collect email addresses from webinar participants for ANY purpose, especially marketing purposes unless specific consent is given by the webinar participants.

Participant Responsibilities

- Mute their end so presenter isn't disturbed. Only un-mute when addressed by name in Q& A section.
- Complete survey after the webinar.
- Not pass on link to friends who haven't registered and facilitates sending out bonus information with the purchased recording.
- Submit their Australian Kinesiology Association member number when registering.
- Not share the recording due to copyright.
- Respectful comments in Q&A.

Presenter Benefits

- Creation of a sharable advertisement, including bio image.
- Free advertising for 6 weeks leading up to the event.
- Free advertising for 12 months after the event in the newsletter
- Exposure to the webinar for up to 2 years on the website store.
- Exposure to all members of the Australian Kinesiology Association.
- Exposure to wider community via social media by sharing of the events.
- Facilitation event completed entirely by Australian Kinesiology Association.

Rules for Conduct within a Webinar

- No marketing of any kind allowed in webinars with the exception of the last two slides mentioning website, contact details and social media.
- Submission of participant list to Australian Kinesiology Association for issue of CPE point certificates.

Procedure for Presenters

- Keep context appropriate to audience.
- Introduce themselves and summarise what the expected outcomes will be.
- Present for the allocated advertised time and keep on time.
- Remind participants to mute their respective microphones.
- Not make claims outside their scope of practice.

Performance Indicators

The Australian Kinesiology Association will measure the success of webinar(s) in terms of:

- Participation in and within webinar(s) by members. How long are we engaging participants? Will give an idea of how popular the webinar and/or presenter is.
- An increase in the participation of association events. E.g.: conference and other webinars.
- Membership retention year on year.

Review

This policy will be reviewed annually. The review process will include an examination of the performance indicators, consultation with members of the association, and a discussion forum involving the management committee.

See also

Australian Kinesiology Association Approved Webinar Submission form.