



# Division Webcast Packet 2015-16

## Division Webcast Information

Webcasts generate year-round community activity by addressing common areas of interest, hot topics, pain points, and best practices throughout the year and are one of the key virtual vehicles' in which divisions meet as a membership.

During the 2014-15 leadership year, IFT piloted a new division webcast program. These webcasts, organized by and available to division members only, proved a successful way for divisions to tap into their experts and provide content to members throughout the year.

In the 2015-16 year, Division webcasts will be made available to the entire IFT audience, free for IFT Members, priced at IFT's standard webcast rates for non-members, and supported by IFT's marketing efforts. IFT is able to offer up to 12 Division Webcasts in the 2016-2017 year.

- **Length:** 30, 60 or 90 minutes
- **Cost:** Free to all IFT Members. Standard IFT webcast pricing for non-members.
- **Contact Hours:** Dependent on content, Division Webcasts may be approved for CEUs and/or CFS recertification contact hours.
- **Marketing:** The Division is encouraged to promote their own webcast in *IFT Connect* and to their own personal networks of colleagues. Division webcasts may be incorporated into IFT's eLearning marketing plan and may be promoted in various IFT member newsletters, on the IFT Calendar of Events and on IFT.org. Division webcasts are not guaranteed marketing support.

Division Webcasts will be maintained in IFT's On-Demand Webcast catalog for at least one year following their presentation date, as well as highlighted in a separate "IFT Division Webcasts" area of IFT Learn Online.

- **Topics and Speakers:** These webcasts are intended to provide relevant, educational material and are not to be used for sales or promotional purposes. If you have a member who is interested in sponsoring a webcast, they may contact Kara Adams at [kadams@ift.org](mailto:kadams@ift.org) to learn more about sponsorship opportunities.
- **Submission and Approval Process:** Webcast Proposals may be submitted throughout the year and are reviewed on an ongoing basis. IFT will prioritize content that is well-thought and supports IFT's overall content strategy. It is recommended that, when planning your webcast topic and timing, you consider IFT's Editorial Calendar of planned content. The Editorial Calendar can be found in IFT's Media Kit at <http://www.ift.org/mediakit/index.html>.

Staff liaisons will be in contact with their respective Divisions that have submitted a proposal regarding approval and next-steps.

## Division Webcasts – Official Timeline

<b>Ongoing</b>	Submit your completed Webcast Proposal Form to your Division's staff liaison. The Proposal Form begins on page 6 of this document.  Complete proposals are reviewed by IFT's Knowledge & Learning Experience team throughout the year.	<b>Division Lead(s)</b>
<b>Ongoing</b>	Your staff liaison will be in contact regarding acceptance and/or next steps.	<b>Staff Liaison</b>
<b>6-8 Weeks prior to live webcast</b>	Submit the following, <i>finalized</i> webcast details to your staff liaison*.  <ol style="list-style-type: none"> <li>1. Date, time and time zone for live webcast</li> <li>2. Date, time and time zone for practice session (one week prior)</li> <li>3. Webcast Title</li> <li>4. Webcast Description</li> <li>5. Moderator/Speaker(s): Signed Presenter Agreement (Presenter Agreements provided by IFT), Photo, Short Biography, Full Contact Information (Name, company, Job title, email, phone number, mailing address)</li> <li>6. Proposed webcast agenda (see example attached, last page)</li> </ol> *Your webcast will not be scheduled and registration will not be opened until all of the above have been received. Delays in the receipt of any of the above items may result in the delay or cancellation of your webcast.	<b>Division Lead(s)</b>
	IFT to set-up webcast, product, notifications and evaluation, send calendar appointments to presenters with product links, add event to the IFT Calendar of Events, etc.	<b>IFT/Kara Adams</b>
<b>Upon Product Launch</b>	Division Leads promote link to webcast product in IFT Connect group, etc. when set-up is completed	<b>Division Lead(s)</b>
<b>One week prior to live webcast</b>	Division Leads post reminder link to webcast product page in IFT Connect group Draft PowerPoint presentations due Hold Webcast Practice Session	<b>Division Lead(s), Webcast Speakers/Moderator, Kara Adams</b>
<b>24 Hours Before Webcast</b>	Final PowerPoint presentations and PDFs due	<b>Kara Adams</b>
<b>Day of Webcast</b>	Hold Live Event	<b>Division Lead(s), Webcast Speakers/Moderator, Kara Adams</b>
<b>Within 24-hours after live event</b>	On-Demand webcast recording and a PDF of the presentation slides will be made available in IFT's On-Demand Webcast Catalog. Link to on-demand product shared with webcast organizers.	<b>IFT/Kara Adams</b>
<b>Within one week of live event</b>	Share link to on-demand product in IFT Connect group. Continue the conversation in the form of a discussion.	<b>Division Lead(s)</b>
<b>2 weeks post-webcast</b>	Feedback from webcast evaluation shared with Division Lead(s), presenters/moderator	<b>Staff Liaison/Kara Adams</b>
<b>On next division call</b>	Share takeaways presented and webcast feedback. Thank presenters/moderator and organizers.	<b>Division Lead(s)</b>

## **Division Webcast/Content Lead Responsibilities**

Volunteer(s) will own the planning and coordination of webcast content and logistics.

- Submit your completed Webcast Proposal Form to your Division's staff liaison for consideration. Proposal Packet (Proposal Form included) can be found under the "Resources Tab" at [https://www.pathlms.com/ift-learn-online/courses/2270/video\\_presentations/24033](https://www.pathlms.com/ift-learn-online/courses/2270/video_presentations/24033).
- Coordinate the submission of the following, *finalized* webcast details to your staff liaison\*.
  - Time, date and time zone for live webcast
  - Time, date and time zone for practice session (one week prior)
  - Webcast Title
  - Webcast Description
  - Moderator/Presenter(s): Signed Presenter Agreement, Photo, Short Biography, Full Contact Information (Name, company, Job title, email, phone number, mailing address)
  - Proposed webcast agenda (see example attached)

\*Your webcast will not be scheduled and registration will not be opened until all of the above have been received. Delays in the receipt of any of the above items may result in the delay or cancellation of your webcast.

- Division Leads post links to webcast product in IFT Connect group, etc. to promote event
- Ensure timely submission of draft and final PowerPoint presentations
- Attend Webcast Practice Session (optional if Division Lead(s) are not speakers or moderator)
- Continue the webcast topic conversation in the form of a discussion in IFT Connect Provide updates to Division Leadership Team

## **IFT Staff Liaison and Staff Contact Responsibilities**

Your IFT staff liaison is responsible for the following:

- Sending notification of approval
- Collection of webcast proposal submissions by stated deadlines
- Collection of list of finalized webcast details from Division Lead(s) within indicated time frame
- Work with Division Leads to appropriately promote the webcast
- Collection of attendee report and registration report. Distribution of webcast evaluation feedback to Division Lead(s) and Presenter/Moderator post-webcast

**Your primary staff contact, after the approval of the webcast and receipt of full list of details, will be Kara Adams (kadams@ift.org). Kara will support the set-up of the webcast product, registration, the evaluation, the on-demand products, the practice session/training and the live event.**

## Division Webcasts – The Basics

*Want to organize a Division webcast? Great! Here are the basics to get you started.*

- **Plan Your Webcast Topic**
  - What are your Division's topical priorities?
  - What would your members find valuable and relevant?
  
- **Identify Your Audience**
  - Who will attend this webcast? (Product Developers, Marketing & Sales, etc)
  - At what professional level is the audience? (Entry level, mid-career, senior management)
  
- **Define Your Learning Objectives**
  - What will your audience learn from the webcast that they didn't know before?
  - What are the key takeaways that your audience can immediately apply in their workplace?
  
- **Prepare Your Proposal**
  - Link to Proposal Form can be located [https://www.pathlms.com/ift-learn-online/courses/2270/video\\_presentations/24033](https://www.pathlms.com/ift-learn-online/courses/2270/video_presentations/24033)
  - What is your webcast title? How would you summarize it in a way that encourages attendance?
  - Who will present your topic? What is their availability?
  
- **Submit Your Proposal**
  - Submit your completed proposal to your staff liaison by one of the following deadlines: June 15, September 15, December 15, March 15
  - Await further notification regarding next steps!
  
- **Approval and Notification**
  - When your webcast is approved you will receive an email with next steps and a date range in which to schedule the event.
  - Follow the Division Webcast timeline to be sure you don't miss any information or deadlines!
  
- **Prepare the Details**
  - Submit all the required information to your staff liaison in a prompt and timely manner
  
- **Promote the Webcast**
  - When your webcast is scheduled and registration is open, promote the webcast by starting a discussion on the topic in IFT Connect, sharing your involvement with your colleagues and LinkedIn network, etc.
  - Encourage all your Division members to attend the live event!
  
- **Keep the Conversation Going**
  - After the live webcast, share the link to the on-demand recording for anyone who may have missed the presentation.
  - Discuss the topic in IFT Connect. What did attendees learn? What questions do they still have?

## Sample Webcast Agenda

*(Based on recommend timing for a 60-minute webcast)*

- All speakers join live webcast 15 minutes prior to start-time to assure connectivity.
- Kara starts broadcast, welcomes attendees and mentions “housekeeping” items (the webcast is being recorded, attendees can type in questions any time, etc.) - **1 minute**
- Kara starts recording and cues moderator/speaker when to begin speaking. - **15 seconds**
- Moderator’s introduction of self, speakers and the premise/takeaways of the webcast. - **5 minutes**
- Speaker(s) present - **40-42 minutes** (Screen-sharing responsibilities to be determined during Practice Session.)
- Moderator introduces Q&A session and selects from and reads attendee questions for speakers to address. - **10-12 minutes**
- Moderator thanks speakers and concludes webcast. - **1 minute**
- Kara ends recording, closes webcast, converts recording, completes product set-up and follows-up by email post-webcast.



**IFT Knowledge & Learning Experiences  
Preliminary Division Webcast Proposal Form**

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IFT has been offering educational experiences for over 40 years in order to bring our members the tools they need to succeed in their jobs and professional development.

To complete this form, fill in the grey shaded boxes with corresponding information, choose “save as” and save the document as your Division’s name. Send the completed document as an email attachment to your IFT staff liaison by the following deadlines: December 15, 2015, March 15, 2016.

Submissions will be reviewed for consideration on a quarterly basis.

**Division Lead/Submitter Information:**

Submitter Name:

Company/Affiliation:

Job Title:

Role in Division (Member-at-Large, Content Lead, etc):

Contact Phone:

Email:

**Collaborating Group(s):** List the IFT Division(s) that should be recognized for their collaboration on this webcast.

**Webcast Title:**

**Webcast Focus:** From the list of key industry focus areas and core sciences below, choose the **one** that mostly closely aligns with your proposed idea.

- Education & Professional Development:
- Food Chemistry
- Food Engineering
- Food Health & Nutrition
- Food Microbiology
- Food Processing & Packaging
- Food Safety & Defense
- Product Development & Ingredient Innovations
- Public Policy, Food Laws & Regulations
- Sensory Science
- Sustainability
- Multidisciplinary

**Preferred Program Format**

- 30 minute webcast
- 60 minute webcast
- 90 minute webcast

**Target Audience:** From the list of job functions below, choose the top **three to five** you believe are the primary market for your proposed program.

- |  |   |
|--|---|
| <input type="checkbox"/> Product Development               | <input type="checkbox"/> Production             |
| <input type="checkbox"/> Research & Development            | <input type="checkbox"/> Educator               |
| <input type="checkbox"/> Quality Assurance/Quality Control | <input type="checkbox"/> Student                |
| <input type="checkbox"/> Technical Service                 | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Sales & Marketing                 |   |
| <input type="checkbox"/> Processing Development            |   |
| <input type="checkbox"/> Regulatory/Legal                  |   |
| <input type="checkbox"/> Nutrition                         |   |
| <input type="checkbox"/> Sensory & Consumer Science        |   |
| <input type="checkbox"/> Executive Management              |   |
| <input type="checkbox"/> Consultant                        |   |

**Audience Level:** From the levels listed below, choose the **one** that mostly closely aligns with your proposed idea.

**Beginner** – Assumes some exposure to the field of food science and its related technologies; a session at this level presents an overview of concepts and features and is best suited for newer food science professionals and/or recent graduates in food science or a related field.

**Intermediate** – Assumes solid knowledge of the concepts or features of the field of food science and its related technologies; a session at this level might describe systems and procedures of moderately complex topics. Sessions at this level are best suited for moderately experienced professionals in the field and/or recent graduates from a graduate program in food science.

**Advanced** – Assumes advanced understanding of the field of food science and its' related technologies; a session at this level might cover very technical and complex research, technologies and subjects. Sessions at this level are best suited for experienced professionals in the field.

**Justification:** Describe why this content is timely and relevant (e.g. new regulations; new techniques) in today's marketplace. Supporting data is appreciated.

**History:** Describe the format and success of any similar educational offerings that have been offered by the Division.

**Learning Objectives:** List **three to five** actions that attendees will be able to take or apply in their work place after participating in the webcast. For example, *“Attendees will be able to apply practical applications of microencapsulation technology to their food and beverage products.”*

**General Description of Content:** In one paragraph, please provide a general description of this program, what it will cover and why someone should attend. Ex. *“This webcast examines basic and applied microencapsulation technologies and controlled release delivery systems. Gain a deeper sense of the scientific basis leading to advanced information on the physical and chemical methods of microencapsulation and how to apply techniques to protect, mask, and ultimately deliver a food ingredient. Apply your learning and network with other participants during group workshops”.*

**Proposed Presenter(s):** Provide the names, company/affiliation and job titles of your proposed presenter(s) for this webcast.

**Additional Information:** Provide any other information which may be helpful to submission reviewers.