

# Power of Partnership

## CVMA Webinars

Advocacy  Education  Support  Leadership

As part of its educational offerings to members and other stakeholders, the Colorado Veterinary Medical Association (CVMA) delivers webinars – which are live, online educational presentations during which participating viewers can submit questions and comments. Some CVMA webinars are archived for later access (and the archived version, designed for individual rather than group viewing, does not allow the submission of questions and comments).

CVMA’s goal with webinars is to deliver education that is practical and stimulating, in an easily accessible format to participants throughout the state. Topics can range from biomedical science to practice health to professional issues. Webinars may not exceed 60 minutes in length, and must be structured to allow participant interaction with the presenter.

## Partner Opportunities

CVMA can deliver webinars in partnership with other organizations in the animal health community. In these cases, CVMA provides the technology platform, uses its print and electronic communications channels to brand and market the webinar, and coordinates registration of participants (which is complimentary). CVMA staff schedules, orchestrates, and hosts webinar delivery, and provides post-program statistics and registrant data to the partner organization.

The partner organization provides the content expert for the webinar, who may be located in any geographic location that has the technology required to attach to the webinar platform. The partner organization is afforded access to these CVMA resources, members, and stakeholders by providing an educational grant that is based on the partner’s category in the CVMA Partnership Rewards program, as follows:

## Benefits and Opportunities for Customization

| <i>Rewards Category</i> | <i>Category Investment</i> | <i>Educational Grant</i> |
|-------------------------|----------------------------|--------------------------|
| Platinum Plus           | Over \$35,000              | Two Complimentary        |
| Platinum                | \$25,000 - \$35,000        | One Complimentary        |
| Gold                    | \$15,00 - \$24,999         | \$1,000                  |
| Silver                  | \$10,000 - \$14,999        | \$1,500                  |
| Bronze                  | \$5,000 - \$9,999          | \$2,000                  |
| Copper                  | \$1,250 - \$4,999          | \$2,500                  |