

PREMIER PARTNER LIVE WEBINAR

Submit materials to marketing@abcglobalservices.com

Webinar Format: 30 minute presentation followed by 15 minute Q&A session. An ABC•CCRA representative will moderate the webinar. Presenter is required to join 20 minutes prior to start time for a technical check and introduction with the moderator. Webinars are hosted on the Zoom webinar platform. If presenter is not familiar with Zoom, we will be happy to set up a call in advance of the webinar date for a demo.

The ABC•CCRA marketing team will produce all creative components of the webinar campaign, including: email invitations, webpage, social media, hosting webinar on Zoom, managing registrations and selecting prize winner(s).

Partner to Provide the Following Ad Materials:

Creative Assets (Due 3 Weeks Prior to Webinar Date):

- Company logo in PNG or EPS format
- Three (3) hi-res brand images - please name image files with description exactly as you want it to appear on the image
- Title or subject of webinar (15 words max)
- Description of webinar content (50-80 words)
- Presenter(s) details including: Name, title and email address
- Headshot image of Presenter
- Prize(s) - see details below

Webinar Presentation (Due 1 Week Prior to Webinar Date):

- Provide webinar presentation in PPT or PDF format
- Presentation should not take more than 30 minutes to present
- All references to ABC and CCRA should be displayed as "ABC•CCRA"
- Any hotels featured in the webinar presentation must participate in the ABC•CCRA Premier Hotel Program
- Hotel partners please include a slide with GDS booking instructions and, if applicable, non-GDS booking instructions along with step by step instructions for accessing ABC rates on brand.com
- Highlight any savings off BAR and/or additional commissions and/or amenities available under the ABC rates (if applicable)
- If applicable, highlight any properties that are participating in Premier Privileges
- Highlight travel advisor help desk, travel advisor loyalty program and travel advisor rates, if applicable
- Reference acceptance of TRUE (if applicable)

Prize and Fulfillment Details:

At least one Grand Prize is recommended to maximize attendance. We suggest a prize equivalent to a minimum of a 1-night hotel stay or \$200. Multiple prizes are encouraged.

- All qualified travel advisor attendees are eligible to be entered into random prize drawing. Pop quiz or contest during webinar is not permitted.
- ABC•CCRA will select and notify the winner(s) after the webinar. Partner will be notified of winner name/contact details. Partner is responsible for prize(s) fulfillment.
- ABC•CCRA will provide partner with list of webinar registrations and attendees within 7 days of webinar.