TMA SIGNATURE SERIES WEBINARS are offered throughout the year and are in place to address just-in-time topics that impact our membership.

TMA Signature Series webinar topics and presenters are often suggested by TMA members, but presenters are encouraged to pitch ideas using the categories described below.

Market Trends or Technical Innovation Information

- **PURPOSE**: To provide TMA members with actionable business intelligence.
- Suggested presenters: TMA Associate or Consultant members.
- Target audience: Executive and functional leaders within TMA North American and Proprietary member companies.

Best Practices, Standards, and Legal Information

- **PURPOSE**: To promote best practices within the monitoring industry.
- Suggested presenters: TMA North American, Proprietary, Associate, or Consultant members.
- Target audience: Monitoring center personnel, including lead operators, managers, supervisors, functional and executive managers.

Advocacy/Public Interest Information

- **PURPOSE**: To promote the value of monitoring, TMA membership, or to advocate for the monitoring industry and/or the public safety sector.
- Suggested presenters: TMA North American or Proprietary members, members of the public safety community.
- Target audience: Stakeholders inside and outside of the monitoring community, including but not limited to, public safety officials, alarm dealers and installers, manufacturers.
- May be provided to non-TMA membership free of charge.

FORMAT

Webinars last no more than an hour. The break-down of that time is as follows:

- Introductory and housekeeping material (first 5 minutes)
- Presentation (35-45 minutes)
- Poll(s) (1-2 minutes)
- Moderated Q&A (5 – 10 minutes)
- Closing (2 minutes)

The TMA staff liaison or TMA Education Committee member will act as host and moderator.

Train. Motivate. Advance.

TECHNICAL REQUIREMENTS

TMA currently uses GoToWebinar as its webinar platform. Presenters will need a robust internet connection at their location that operates at least at DSL-equivalent speed. (T1 speed is preferred.)

Presenters should prepare slides in wide-screen (16:9) format. Because of the variances in quality of connectivity, please plan to use a hard-wired phone connection for your audio. Each presenter at a different location will be issued an individual access link that will allow participation as a speaker. A separate registration link is issued for participants.

A trend is to use a camera so that participants can see the presenter; this is not necessary as we have found that it consumes a lot of memory during the recording process.

APPLICATIONS

Please return the information below to education@TMA.us.

- ✓ Webinar title

- ✓ Presenter(s) biography, including company and title

- ✓ Presenter(s) head-and-shoulders photograph, preferably in JPEG format

- ✓ A signed TMA License document for each presenter

- ✓ An indication of when and where the material has been previously presented.

- ✓ Abstract, including the following:
  - A description of no more than 2 paragraphs
  - An indication into which category this presentation will fall, based on those described above, and
  - A one-to-two sentence description of how this information will benefit the intended audience.

Applications will be reviewed on a first-submitted, first-reviewed basis until the calendar is full.

CONTENT DEVELOPMENT

Presenters generally develop their content independently, but are welcomed to consult the TMA staff liaison for feedback at any point. Final approval of content by TMA is required before the go-live date. TMA reserves the right to cancel a webinar if the content does not receive advance approval.

Presenters

Solo presenters and panels are welcome. Manufacturers, consultants, and service providers who are not TMA Associate Members may not present TMA Signature Series webinars.

Prohibited Topics and Content

Information that is copyrighted by a third party cannot be presented without express permission from the holder. In addition, profane, libelous, offensive or other inappropriate material may not be submitted. As a trade association, TMA is bound by anti-trust rules; webinar content that may violate these rules is prohibited. ***Overtly commercial sales pitches are prohibited.***

Visual Materials

Presenters are encouraged to use a PowerPoint slide deck to help you illustrate your presentation points in wide-screen format. TMA will provide a template or you may opt to insert the TMA logo and other webinar brand details into your deck. If you are considering another presentation software platform, please contact TMA to discuss compatibility. Animation and video are welcomed, but should be tested in advance during the practice session.

Practice

Presenters should anticipate participating in at least one rehearsal a week before the go-live date. Additional rehearsals are welcome but not required.

ARCHIVING AND FUTURE ACCESS

After the live event, the recording of the webinar is posted on the Members-only area of our website and available for free download to all TMA members. Non-members may have to pay a fee to access the archives. Presenter candidates who have not led or attended a TMA Signature Series webinar in the past are encouraged to access the archive for information on past topics.

PRESENTER TIPS

Don't skip the prep/practice

Test and prepare your resource materials. Your practice event should replicate the same conditions that you will be using during the live webinar. All videos or connections to other tools should be tested at this time. Rehearse your presentation flow to make sure that there is enough time set aside to cover your planned content. Because glitches may occur when we rely on technology, please share a copy of the presentation with TMA to have on hand as a backup.

Consider a Creative Intro

Using real-life situations and weaving stories into content is highly effective in engaging the participants. You may lose your audience's attention with too many analytics or charts heavy with data. You may list learning objectives, and feature other relevant data, but avoid reading slides and overwhelming the audience with information that does not add value to your topic.

Create engagement opportunities

Connecting with your audience will happen naturally and seamlessly. Sometimes participants will be in listen mode and not interested in asking questions or engaging in general. By sharing relatable stories you may be able to trigger conversations. Consider asking thought-provoking and relevant questions then allow your audience to reflect and share their thoughts and experiences. Preparing a list of 3 – 5 questions in advance for the moderator is also a great way to encourage questions. Using the poll feature will also help you determine who is in the audience and may help target your presentation to their specific needs.

Don't Try to Fit Too Much In

Information overload is frustrating for everyone. Avoid trying to include too much information into your presentation. Capture your audience's attention by providing information that is timely, applicable and something that can be put into practice right away. By focusing on the topic and how to implement the take-aways, you will have full attention of your virtual room.

Audience Feedback

One key essential to a successful presentation is to take advantage of audience feedback. Check in frequently with the participants to make sure everyone is clear and ready to move to the next learning point. TMA will also collect speaker feedback for your use after the event.