



## Proposal for Webinar Session Partnership

With all the continued social distancing measures and in-person sessions and conferences most, if not all, being held virtually, the [Insurance Data Management Association \(IDMA\)](#) is ramping up its webinars and virtual training sessions campaign and is developing a *series of new webinars on Trending Data Governance / Management, Disruptive Technologies, and Compliance* issues impacting the insurance and financial services industry in a rapidly changing world (COVID-19 and post).

This opportunity is open to both our vendor and technology consulting partners. We strongly encourage you to invite a client partner, preferably an insurance company, to present with as this will help drive up participation.

### Each webinar:

- Can be given twice within a two-week period to cover convenient times all over the globe.
- Contains about 45 minutes or so of lecture/case study and 15 minutes of Q&A or a fireside chat with an insurance executive or a VIP guest. Questions will be vetted by an IDMA session facilitator.
- Can be audio walking through a slideshow or audio and video if your computer has a camera.
- Can be used to present a case study or studies and lessons learned from some of the data projects and initiatives you are either currently working or have completed. The session can also be used to promote work that you have done and educational material that you either have developed or currently developing around the topic (client work, research, case study, article, textbook...). The webinar may include a raffle at the end (free copy of your research, textbook, or giveaway of your choice).
- You will just need to click on a link to join as a presenter and IDMA will handle all technology and registration and will have a staff on the call to make sure everything runs smoothly and vet participants questions. We will need to meet a few days before the webinar to make sure everything works ok.
- Offer up to 5 CE credits will be granted to IDMA graduates attending a webinar. IDMA graduates are recommended 60 CEs to maintain their designation.
- Since these will be sponsored type webinars, they will be free and open to members and non-members of the IDMA.

### Cost to partner sponsor:

\$4,000 per webinar, or \$10,000 for a three-webinar series. In addition to the above benefits, you will also receive a copy of the registration list, including emails, within two business days after the webinar concludes.

Our goals with these webinars are to make sure IDMA and its industry partners remain connected with the IDMA members and data professionals.

We cannot guarantee you how many people will attend each webinar, but we sure can guarantee you that will promote extensively to our membership, mailing list, website, and social media platforms. In 2020, we hosted more than 15 webinars and averaged 100 registrations per webinar.

If you are interested in this partnership or have further questions, please feel free to reach out to us at +1 (201) 469-3069 or [team@idma.org](mailto:team@idma.org).

Regards,

Insurance Data Management Association, Inc. (IDMA)  
545 Washington Blvd., 19<sup>th</sup> Floor  
Jersey City, NJ 07310  
Tel: +1 (201) 469-3069  
Fax: +1 (201) 748-1690  
Email: [team@idma.org](mailto:team@idma.org)  
[www.IDMA.org](http://www.IDMA.org)  
*CONNECT SUCCEED GROW*