



## Standard Operating Procedure – ISSWSH Webinars

### 1. Initial Outreach

- a. A preliminary invitation (“soft ask”) to the proposed webinar moderator and speakers should be made at least **8 weeks** prior to the desired webinar date.
- b. Confirmation of availability from all parties is required before proceeding to the next step.

### 2. Webinar Proposal Submission

- a. Submit the **ISSWSH Webinar Proposal Form** to the ISSWSH Executive Office (EO) **at least 6 weeks ahead** of the desired webinar date.
  - o **Form link:** <https://form.jotform.com/232366766422157>

### 3. Education Committee Review

- a. Within **24 hours** of receiving the proposal, the EO forwards it to the current **acting Education Committee Chairperson** for review.
- b. The Education Committee Chairperson must complete the review within **2–3 business days**, providing one of the following outcomes to the EO:
  - o **Approval**
  - o **Request for additional information**
  - o **Denial**

### 4. Communication and Invitations

Upon receipt of the Education Committee Chairperson’s decision, the EO will, within **24 hours**:

- a. Communicate the decision to the webinar proposal submitter.
- b. Send official invitations to the webinar faculty, requesting a response within **3–5 business days**.
- c. Begin creating webinar promotional materials.

### 5. Webinar Confirmation and Promotion

- a. Once all webinar faculty have confirmed participation, the EO will:
  - o Publish the webinar details on the ISSWSH website.
  - o Initiate promotional activities, which will include:
    - Inclusion in at least **two regularly scheduled ISSWSH newsletters**.
    - A post in the **ISSWSH Discussion Forum**.
    - Social media promotion across all ISSWSH accounts on **at least two dates**, spaced **at least seven days apart**.