

Premier Sponsor Webinar/Podcast Overview



As a Premier Sponsor of the Global Summit, your organization may participate as a presenter in webinar and/or podcast within the next year. Organizations must follow strict guidelines and adhere to submission deadlines in order to be considered.



Webinars

- **When:** Weekly, typically on Tuesdays from 12 - 1 p.m. ET
- **Focus:** Information offered should be site-focused and in line with [SCRS' mission of site sustainability](#). Webinars must be free of bias and commercialization.
- **Audience:** ~100 - 150 attendees, typically 80% sites and 20% industry.

Podcasts

- **When:** Weekly or bi-weekly
- **Focus:** Share clinical research industry business best practices, trends and challenges.
- **Audience:** 100+ downloads per episode; 50/50 sites and industry



Webinars

Webinars are an excellent opportunity to inform both the global clinical research site and Global Impact Partner (GIP) community. These events focus on highly-applicable content that is relevant to the current state of the site community and provide sites with new or additional knowledge and tools. Webinars run 60 minutes and are presented on Tuesdays at 12 pm ET.

Criteria:

1. The focus of the webinar content must align with the SCRS mission to unify the voice of the global clinical research site community for greater site sustainability.
2. Speakers should be experts on the given topic. Please limit to two (2) speakers.
3. Presentations must be free of bias, promotion, or conflict of interest.
4. The topic area should be site-focused, and the session should provide new learnings, tools, or information sites can take back to their business and implement.

Format:

Webinars will be hosted on the Microsoft Teams platform. SCRS staff will be present to provide introduction and closing. Webinars will be recorded and available for viewing for one year after presentation date.

Target Audience:

General attendee numbers: ~100 – 150 depending on marketing time and topic (a representative from SCRS will assist with this). The webinar audience is generally 80% SCRS member sites, and 20% GIP sponsors, CROs, and solution providers.

General Timelines:

| Timing | Action | Point of Contact |
|----------------|---|---------------------------|
| 120 days prior | Confirm topic selection and description | kathy.mickel@myscrs.org |
| 90 days prior | Begin marketing efforts | michael.pierre@myscrs.org |
| 60 days prior | Slides completed and submitted to SCRS for approval | darlene.seitze@myscrs.org |
| 7 days prior | Technical practice scheduled | michael.pierre@myscrs.org |

Required Information:

Send via email to Kathy Mickel (Kathy.Mickel@myscrs.org)

1. Documents (ANCC Planning form, Financial Disclosure, Speaker Release)
2. Title, description and 3 learning objectives
3. Speaker name and title

Podcasts

The SCRS Talks podcast shares valuable industry insights from SCRS members and partners. These interviews address trending industry topics, current events, new perspectives, and exciting opportunities.

The format is interview style, with an SCRS representative asking 3-5 questions. Finalized episodes are typically 15-20 minutes long, with the recording process taking about 30 minutes max. Interviews will be available on all major networks including [Google Podcasts](#), [Spotify](#), and [Apple Podcasts](#).

Criteria:

1. Podcasts can be on any topic relevant to the clinical research industry. Please limit to two (2) topics per podcast.
2. Podcasts can have some promotional content, but this should not be the focus.
3. The maximum number of speakers for one podcast is four (4).

Format:

Podcasts will be recorded via Microsoft Teams as audio-only. Speakers can be on camera if they wish, but it is not required. SCRS will provide an introduction and closing.

Target Audience:

Podcasts are shared with the public and aim to reach clinical research industry professionals globally.

General Timelines:

Once the topic ideas are submitted, we will reach out to schedule a time for recording via Microsoft Teams and share the podcast discussion prompts for review. Speakers can add to or remove the discussion prompts as desired.

Once recorded, SCRS will edit the podcast and share for review if needed. Posting timeline will depend on the timeliness of the podcast topic, approval, and the number of podcasts already in the queue.

The episode will be posted to all major podcast platforms, the SCRS website, and shared via social media with a branded graphic.

Required Information:

Send via email to Marissa Hill (Marissa.Hill@myscrs.org)

1. Name, company, job title
2. Proposed topic and 3-5 discussion points you would like to address
3. Headshot