

NAHA Tele-Conference Presenter Application Process

NAHA is proud to offer educational aromatherapy presentations by tele-conference format. Continuing Education credit for ARC (Aromatherapy Registration Council) RA (Registered Aromatherapist) renewal hours is available for attending the full presentation.

What is a tele-conference? A tele-conference is a live verbal presentation given over the phone by a presenter knowledgeable in a specific topic to a call-in audience. The live format is recorded by the host (NAHA President, Kelly Holland Azzaro or alternate). Presentation recordings are sold in CD audio format on the NAHA Online bookstore.

How can I participate as a Presenter? Submit your request via the **NAHA Online Feedback Form**. Use the feedback section to include your presentation topic. If your topic is accepted for the NAHA Tele-conference Schedule you will be contacted to submit the following within 30 days of acceptance:

- Tele-conference description (Word doc) for website posting
- Brief bio, contact information, and discounted special/s you will offer for the attendees
- JPEG Image (300+dpi resolution) of your headshot and business logo
(The information above will be posted to the NAHA website and for use in promotional e-news.)
- Presentation outline and any educational handouts for attendees (Word doc.). These must be submitted via email no later than 60 days prior to your presentation date. (The sooner the better, as all documents are viewed for content and returned if edits are needed.)
- Outline, handout materials for the live presentation. These should not contain the following: Unsafe use of essential oils (RDT, internal or neat use), ‘Therapeutic Grade Essential Oils’ terminology, use of endangered or threatened botanical species i.e.; Agarwood, Frankincense, Rosewood, Sandalwood etc. (unless it is about the historical use of these oils or you are suggesting a sustainable alternative essential oil to replace the endangered species)

The Presenter is asked to give a quality educational presentation by way of lecture type format that the listeners can follow along with by way of a typed outline and any additional handout materials the presenter would like to share with the attendees. All tele-conference presentations are 1 hour long (unless otherwise noted).

NAHA will organize the following:

- Liaison with presenter for the above and during the presentation
- Email call-in instructions along with the outline and handouts to registered attendees
- Mail attendance confirmation letters to attendees
- Post and promote the presentation details on the NAHA website tele-conference web-pages and COE (Calendar of Event) webpage and within NAHA e-newsletters/e-announcements.
- Record presentation, make the CDs for re-sale via NAHA Bookstore
- Mail Presenter a complimentary CD of their presentation
- Promote the sale of CD recordings via the NAHA website/e-news/e-journals
- Maintain the cost or any expense for the tele-conference center
- Be responsible for any fees for CD replication, labels, CD storage cases etc.

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Tele-Conference Presentation day:

- Presenter will call into the t. conference call-in center 10 minutes early for a sound check via the 'host' area. The host will perform the sound check.
- Host will mute all callers before starting the recording process
- Host will announce the topic, your name, brief bio and contact information
- Host will announce the discount special being offered to attendees
- Presenter will begin his/her presentation*(Please speak clearly and a bit louder than your normal speaking voice). (If time allows after the presentation the line can be opened for questions. If not, any questions can be emailed directly to the presenter.) *There is a 1 hour time frame available for the actual recording. If the presentation goes the full hour, there can be a question period for approx. 10 minutes once the recording has stopped.
- Because both you and the host are not 'muted' please keep background noise to a minimum. (Sounds such as barking dogs, TV's and children crying in the background effect the clarity of the presentation and recording).
- ***What type of phone should be used for the tele-conference?*** A landline is the best method to use to ensure a higher quality sound for the presentation recording and listeners. Landlines also have a higher rate of not dropping calls, which can frequently happen with a cell-phone. (Internet type phones and Magic Jack type access do not work for tele-conference type calls.) Be sure to have your phone battery fully charged prior to the presentation. You will be responsible for any long distance charges on your phone.
- ***What happens if I get disconnected from the call?*** If you get disconnected or your phone battery dies, as soon as possible, re-dial the t. conference access number by hand (not speed dial) then re-enter the access codes by hand (not speed dial). Announce yourself so the host can update the attendees. If you are unable to re-enter the call, please call the host direct via the alternative phone number given to you via email call-in instructions. The host will continue with the recording/presentation and if need be open the line to callers to participate in a group discussions or continue to complete the scheduled presentation.
- ***What happens if I have to cancel and can not give the scheduled presentation?*** If you are unable to keep your commitment for presenting a scheduled presentation we ask that you give NAHA advance notice, no later than 90 days prior to the scheduled event. In the case of an emergency or insufficient notice then NAHA reserves the right to cancel or reschedule the presentation. NAHA also has the right to proceed with conducting a teleconference presentation by way of offering the scheduled time to another presenter on the same or different topic.

As a tele-conference presenter you will receive the following:

- Opportunity to present an educational topic with the NAHA Membership
- *Connect-Share-Support* with fellow aromatherapists, students and professionals
- Continued promotion of your presentation topic on the NAHA website, e-news, e-journals, online bookstore, blog and other optional resources when available
- Promotion of your business web-link via the NAHA website, COE and e-news
- Percentage of the sale of CD recordings from your tele-conference presentation
- Complimentary CD of your tele-conference presentation

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As a tele-conference presenter we ask that you participate in the promotion of your presentation in the following ways:

- Social media outlets such as: Facebook, Linked-in, Twitter and YouTube, etc.
- Website, Blog, E-newsletters and group email

- Word of mouth to your clients, students and fellow colleagues
- You are welcome to mention a \$20.00 off NAHA Membership Special. This special will run for 30 days up until the day of your presentation date. This is a big savings especially for the NAHA Friend of Aromatherapy Membership Category (\$50.00 USA/ \$75.00 International) and includes access to the 1 hour tele-conferences (which would otherwise be \$50.00 per event for non-members.) (\$20.00 discount will be applied once the online membership is process here at the NAHA Office).

NAHA Tele-conference Presenters may also receive residual benefits too! You may be asked to participate in future events, aromatherapy interviews or attract more students to your classes and programs. It's a great way to give back to the aromatherapy community as well as to promote your business and share your passion for the work you do.