

## 2012 GALA Webinar Series

### Overview

The GALA Webinar Series provides opportunities for members to connect with industry tools, technology, ideas and discussions in a sales-free environment right from their desktops. It offers companies a place to showcase their technologies as well as a chance to share industry knowledge and expertise. GALA hosted over thirty webinars in 2011 that were attended by close to one thousand participants.

*"GALA webinars are really common sense! I am always impressed with these events – good content with ideas that can be put into action right away! GALA has always delivered information on current industry trends and issues, and with their webinar series they are able to give you a clear understanding of a current topic or tool in under just one hour. That is great return on your time investment."*

*Kåre Lindahl, President  
Venga Corporation*

***Experts and technology leaders in the 2011 GALA Webinar Series included professionals from the following companies:***

*Adobe  
Asia Online  
Dig-IT LLC  
European Union  
Greenstreet Group  
Kilgray Translation Technologies  
Lionbridge  
L10N Sales & Marketing  
MemSource  
MultiCorpora  
Oxford Conversis*

*Plunet  
SDL  
Schneider Electric  
Smartling  
Symantec  
text & form GmbH  
Translation Optimization Partners  
Trusted Translations  
Venga Corporation  
Waters Corporation  
Wordfast*



## Types of sessions

Proposals are accepted for four different types of sessions:

- **Expert Presentation (60 minutes):** The goal of expert presentations is to provide webinar attendees the opportunity to hear about important industry topics, challenges and trends. Topics include localization techniques, client case studies, industry business practices or current areas of research. Expert presentations can follow a lecture format, be led as a roundtable discussion or include a panel interview.
- **Advanced Tool Training (60-120 minutes):** The goal of advanced tools training sessions is to provide webinar attendees with training opportunities on industry tools and technologies they are already using. These in-depth sessions are conducted by an experienced trainer in a sales-free atmosphere. Attendees are encouraged to submit questions and problem areas prior to the webinar that they would like to have addressed during the training.
- **Sponsored Tool Demonstration (60 minutes):** GALA hosts company sponsored tool demonstrations to provide webinar attendees with opportunities to learn about available industry tools and technologies. A tool demonstration may range from a simple, one-hour overview to a multiple-session, in-depth presentation of a tool's range of components and features, either independently or in the context of a larger industry topic or challenge.
- **Premium Webinar *new for 2012* (120 minutes):** Premium webinars in GALA's new professional development series provide opportunities for training by industry experts on focused topics. Similar to expert presentations but more in-depth and with an interactive workshop format, premium webinars are a chance to dive in deeper and learn more. Content is delivered in an engaging way with exercises that fully engage the participants, and presenters are expected to provide practical tools and strategies that can be immediately applied.

## Logistics

- **Technology:** Webinars are hosted on GALA's webinar platform, GoToWebinar. GALA staff handles registration, introduce the speaker(s) on the day of the webinar, and are available for troubleshooting during the session as well as moderating the Q&A.
- **Days and Times:** Webinars are usually scheduled on Tuesdays or Thursdays mornings (Eastern Time). Other days and times will also be considered. Proposals must be received at least six weeks prior to the proposed event date.
- **Duration:** Webinars typically last for one hour with sufficient time for questions and answers included. Advanced training and professional development sessions may last up to two hours.

## Pricing

Tiered pricing for GALA members and non-members to present and attend the different types of webinar sessions is included below.

	<u>Cost to Presenters</u>		<u>Cost to Attendees</u>	
	<i>Member</i>	<i>Non-member</i>	<i>Member</i>	<i>Non-member</i>
Expert Presentation	none	none	free	\$125
Advanced Tool Training	none	none	free	\$125
Sponsored Tool Demonstration	\$350	\$500	free	free
Premium Webinar	none	none	\$125	\$250

## GALA Support

Upon approval of your proposal, GALA will provide the following support for your webinar:

- **Promotion/Marketing**
  - Event posting and calendar listing on the GALA website
  - Event posting on LinkedIn
  - Mention in monthly member update
  - Dedicated email blast
  - Social media promotion through various channels: facebook, Twitter, etc.
- **Registration Tracking**
  - GALA will process and track webinar registrations.
  - GALA will provide your company with a participant list prior to the event.
  - GALA will distribute login details and any pre-event questions or information (provided by you) to the participants prior to the event.
  - GALA will send reminders to registered attendees prior to the webinar.
- **Webinar Hosting and Moderation**
  - GALA staff will meet with presenter(s) for a practice session (if requested)
  - GALA will host the webinar and orient presenters to the webinar platform
  - GALA will provide a moderator on the day of your webinar to introduce the presenter, orient participants to the webinar platform, and troubleshoot any technical problems.
- **Post-Event Follow-up**
  - GALA will make a recording of the session available to all GALA members.
  - GALA will distribute an online evaluation form to participants after the event.
  - GALA will provide a list of webinar attendees

## Submitting a proposal

To submit a webinar proposal, please complete a webinar proposal form or email the following information to [aephrem@gala-global.org](mailto:aephrem@gala-global.org) six weeks prior to the proposed event:

- Company name
- Contact person and email address
- Presenter's name and email address
- Proposed date(s)
- Proposed time(s) and duration
- Title of session
- Intended audience. Please include level: beginner, intermediate, etc.; as well as target job functions: project managers, vendor managers, developers, etc.
- Name and photo of presenter
- Logo (for tool demos and trainings)
- Webinar description (full description in 150-200 words and brief call-out in 50 words or less)
- Polling/survey questions for audience (optional)
- Description of member offer (if applicable)

## GALA Marketplace Discounts

GALA is enthusiastic about member discounts, and we encourage your company to consider making an offer for members on GALA Marketplace. Discount offers must be exclusive to GALA members and a better offer than members would obtain individually. Please include the following information with your proposal if you are interested in making a discount offer:

*(Company name) is currently offering GALA members (describe your offer here...ie. 10% off XXX, a free trial period of XXX, etc.) To take advantage of this offer, please contact (name) at (email address) by (date offer expires).*