



W E B I N A R S

AMCP's Science & Innovation Theater (SIT) Webinar programs provide an opportunity for companies and organizations to increase awareness and visibility by presenting on topics or issues to a focused audience of managed care professionals. Webinars are conducted and offered live then a recording version is housed on AMCP's Online Resource Center offering extended shelf life, if the sponsoring company allows.

AMCP Responsibilities:

- Host the webinar via its webinar platform (currently GoTo Webinar)
- Work with the sponsor to address Q&A in a compliant manner
- Include the webinar on its online Calendar of Events
- Promote the webinar to its member and non-member list via email and AMCP newsletters
- Provide a moderator to introduce the webinar and speakers
- Offer minimal editing to the recording before sending to the sponsor for approval
- Host the recording on AMCP's Online Resource Center for 1 year

Sponsor Responsibilities:

- Develop webinar content, which includes the webinar title and brief description
- Secure speakers that will present during the webinar
- Produce the content (PowerPoint slides) that will be presented during the webinar
- Assist with editing the webinar recording if further editing is required
- Provide approval of recording for posting to AMCP's Online Resource Center
- Responsible for adhering to all relevant laws and regulations related to the sponsors webinar content.

2019 Science & Innovation Theater Webinar Statistics:

- Registration Average: 184, Registration Range: 62-361
- Attendance Average: 106, Attendance Range: 40-201
- While webinar content varies by sponsor, there was a 50/50 split of webinars focusing on a specific disease state vs focusing on a specific FDA approved drug
- While attendees do vary by topic, on average over 35% work for health plans or PBMs

**This opportunity is limited to AMCP Corporate Members Only.
Cost is \$17,500 each. AMCP is now taking 2020 reservations!**

Minimum lead time to launch – 3 weeks.

Important, there are limited slots available so early booking is encouraged.

To learn more or to sponsor a Science & Innovation Theater Webinar, contact
Susan Noell at snoell@amcp.org or Julia Veeder at jveeder@amcp.org

Science



Developed for Managed Care Pharmacy
by AMCP Corporate Members



INNOVATION THEATER

WEBINAR REQUEST FORM

Webinar Sponsor: _____

3rd Party Management Company (if applicable): _____

Webinar topic*: _____

**Exact title is not needed at this point but an initial general topic is required to obtain necessary approvals within AMCP.*

Desired month: _____

AMCP webinars are typically held on Tuesday, Wednesday or Thursday's from 2-3pm, ET and we strive to not have more than one a week. AMCP suggests booking at least 30 days out for ample promotion time. AMCP will do everything possible to meet your desired timeline but space does sell out.

Once a date is agreed on, AMCP will send you an agreement to confirm the arrangement and lock down the date.

Cost: \$17,500 per webinar

Contact information:

Name: _____

Company: _____

Address: _____

Email: _____

Phone: _____

Return to:

Julia Veeder by email at jveeder@amcp.org

AMCP

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