

Virtual Event Guidelines

1. Timeliness of Information
 - Event planning form, description of event, and speaker info should be submitted at the same time in one email to info@cfala.org.
 - All information should be submitted 6-8 weeks prior to the date of the event
2. Event Details
 - Event Titles cannot be changed once posted to the website
 - Event descriptions should be about a paragraph (4-5 sentences) with no more than 5 bullet points following.
 - Speaker information should include a Bio, official title, full company name, a high-quality headshot (at least 1MB jpg), and any relevant designations
 - Logos and descriptions of cooperating organizations also need to be submitted
 - Networking sessions (with or without breakout sessions) are encourage
3. Date/Time confirmation
 - Prior to setting up the event and reaching out to speakers/panelists, dates and times must be run by CFALA staff to ensure there are no conflicts
4. Registration
 - Typical registration prices for virtual events are \$5 for Members and \$20 for Non-Members. If a different price is needed, you must notify staff ahead of time.
 - Speakers will be registered for free. If the event is online, they will be provided a zoom link via a calendar invite (if in Zoom Meeting) or email (if in Zoom Webinar).
 - Speakers may bring up to two guests for a virtual or an in-person event for free. First Name, Last Name, and Email must be sent to CFALA Staff by 9am the day before.
 - For virtual events, Advisory Council Members (ACMs) may attend the event for free but they must register themselves using the advisory council coupon code that will be shared. For in-person events, ACMs who had a significant impact in creating the event may attend for free using the advisory council coupon code. Notice must be given to CFALA Staff by 9am the day before.
 - Depending on the cost associated with the event, additional advisory council members may attend with the CEO's approval.
5. Recording the event
 - CFALA is trying to provide as much content to our members as possible. We highly encourage that ALL events to be recorded.
 - We expect all organizers to reach out to speakers prior to confirming them to make sure they are comfortable being recorded.
 - All speakers who are being recorded must sign a speaker release agreement.
 - All speakers on a panel must sign a speaker agreement in order for the panel to be recorded
6. Test Zoom Meetings
 - Please schedule with CFALA a prep session at least 5-7 business days prior to the event. Email info@cfala.org
 - Technology is new to some speakers and it is important that speakers feel comfortable presenting in a new platform



- Test meetings are required to ensure a quality event. This is especially important if speakers are planning to utilize presentations or other technology. Best Practice guidelines should also be discussed.

CFALA Virtual Event Planning Form

Events will not be posted to the website until all information is received. Please send to info@cfala.org in a Word document the speaker bio and event description text that you would like posted on the website. Please do not format with bold, italics, special margins, etc.

Event Date: _____

Event Title: _____

Event Description:

Reminder: Event descriptions should be about a paragraph (4-5 sentences) with no more than 5 bullet points following

Speaker(s) (including emails):

1. _____
2. _____
3. _____
4. _____

Chair(s): _____

Chair(s) Email: _____

Cooperating Organization(s): _____

Sponsor(s): _____

Event Size: Under 50 Under 100 Under 300 Under 500

Time of Event: _____

Technology Requirements:

Zoom Meeting: Breakout Rooms Polling All Attendees can talk

Zoom Webinar: Polling Q&A

Will you be recording the event: Yes No



CFA Society
Los Angeles

Additional Comments: