



AMERICAN  
**CHIROPRACTIC**  
ASSOCIATION

Learn ACA Presenter Guidance

We're moving in a healthier direction – together

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## OVERVIEW

ACA webinars and on-demand courses allows speakers the opportunity to share your expert knowledge and to present on a topic that is engaging, relevant and informative to members and non-members. This guide is designed to provide you with essential information and tips to prepare you for a successful and seamless presentation.

The process is simple, and the technology is user-friendly. Speakers can present the webinar in the comfort of their own office or workspace. If there are multiple speakers, you do not need to present from the same location. All that is needed is a computer with internet access and a phone with clear sound in a quiet space.

ACA webinars are typically presented live, on Tuesdays and Thursdays at 1:00 p.m. Eastern Time and are archived for later viewing for our members and non-members. Presenters should block off one hour of time and prepare to present a minimum of 50-minutes of content to meet continuing education requirements, allowing an additional 10-minutes for participant Q&A.

ACA's on-demand courses are recorded using ACA's webinar delivery platform. Presenters only need access to a quiet space, a telephone and internet connection in order to record the webinar. ACA's staff works with the presenter to find a mutually available time to hold this recording session.

The presenter also provides a multiple-choice assessment of learning for each webinar or on-demand course in order to measure the participants' achievement of the learning objectives.

## TOPICS OF INTEREST

As a PACE-approved continuing education provider, ACA follows rigorous standards of quality to develop and deliver its continuing education programs. ACA aligns its webinars and on-demand learning courses with these standards in order to both ensure acceptance of credits in as many chiropractic licensing jurisdictions as possible and create a valuable learning experience for attendees.

ACA is seeking courses/speakers on topics related to all areas of chiropractic, such as:

- Ethics
- Diversity
- Adjustment, Technique
- Evidence-based Practice
- Clinical Best Practices
- Documentation and Coding
- Risk Management
- Special Populations (Neurology, Pediatrics, Sports, Rehabilitation, etc.)
- Payment and Reimbursements
- Chiropractic Guidelines (Neck Pain, Low Back Pain, etc.)
- Research/Case Studies
- Integrative Practice

## PRESENTER RESPONSIBILITIES

If your proposal is selected, each presenter will be expected to:

- Block off one hour of time on the selected webinar date to present your presentation.
- Sign and return a webinar speaker agreement and disclosure form (see details below).
- Provide a brief bio and headshot to be used for promotional purposes.
- Use the ACA webinar template to develop a compelling PowerPoint presentation to be used for the visual component of the webinar. This must be submitted to ACA in advance of the webinar so that content can be evaluated.
- Develop a multiple-choice quiz, mapped to each learning objective, to assess learning.
- Participate in a run-through to familiarize themselves with the ACA webinar platform. The presenters' PowerPoint presentation will be used during the training to familiarize the presenters with the webinar presentation logistics (i.e. how you will use the capabilities of the webinar technology, how the webinar and presenters will be introduced by the webinar moderator, how questions will be handled in the presentation, etc.)
- Promote the webinar on your social networks.

## WHAT DOES ACA PROVIDE?

- The technology and infrastructure to advertise the webinar, handle webinar registration, produce the webinar and host the recorded webinar
- Promotion of the webinar to its members and non-members
- Tracking of webinar registrations and providing participants with all the information necessary to access the webinar
- Training of the presenter(s) on how to use the webinar platform and assistance with the entire live webinar presentation
- Moderation of the webinar. This includes formally introducing the presenters and facilitating any Q&As.

## ACA SPEAKER AGREEMENT

In exchange for positive visibility with our members, ACA does not provide an honorarium or reimburse expenses for webinar presenters. Promoting a company, service or product during the webinar is **prohibited** in accordance with the ACA webinar speaker agreement and guidelines. [Click here](#) to view a sample speaker agreement. Please review the sample webinar speaker agreement prior to submitting your proposal. If you have questions, please contact [education@acatoday.org](mailto:education@acatoday.org).

## REVIEW PROCESS

Contact information for each speaker must be provided and each speaker must agree to the Guidelines for Webinar Speakers. Once submitted, your webinar application will be reviewed by the ACA Professional Development Committee (PDC) for consideration. ACA does not guarantee that your proposal will be selected for a webinar. Proposals that fail to meet all guidelines or are incomplete will not be considered for review. Submissions will be evaluated to develop a high-quality webinar based on the following criteria:

- Meets the learning needs or demands of a broad audience
- Practical applicability of topic to the chiropractic community
- Timeliness and relevance of subject matter to ACA's strategic objectives
- Qualifications, expertise and experience level of presenter(s)
- Innovation, creativity and originality of topic
- Clarity, depth and specificity of proposal

ACA's PDC will meet on a quarterly basis to discuss proposals. Proposals will be reviewed at the next possible PDC meeting after submission, unless otherwise notified by ACA's Education team. Please allow up to 2 business weeks after each PDC review meeting to receive a decision.

## ACA PRESENTER CENTER

Learn ACA proposals are accepted electronically through ACA's virtual [presenter center](#) Additional guidance with detailed instructions can be found on the main [Call for Presenters](#) page.

All educational sessions must exclude promotional content. Presenters are required to disclose any conflicts of interest or financial relationships that may bias the content of their presentation – both to ACA in writing and in their presentation slides. Promotional content includes, but is not limited to, (1) displaying proprietary product or service logos in the presentation; (2) presenting links to websites that promote proprietary products and services; (3) collecting leads during the session; and (4) encouraging participants to take action to learn more about a particular product or service. Presenters may offer their email addresses in presentation files for further communication with attendees.

### Guidance for writing learning objectives

Learning objectives should reflect what the participant should know or be able to do at the end of the presentation. Make them interesting and accurate.

1. Objectives should be simple and brief.
2. Avoid including too much detail so the effort of writing the objectives does not become discouraging and the requirements overwhelming to the attendees.
3. The best way to communicate learning objectives is to use specific action verbs. Use verbs from a variety of levels (i.e., knowledge, comprehension, application, analysis, synthesis and evaluation). Try not to repeat the use of a verb. You will find a list of suggested verbs below.

#### Action/Measurable Verbs for Learning Outcomes

Analyze	Criticize	Estimate	Manage	Relate
Apply	Debate	Evaluate	Measure	Repeat
Appraise	Defend	Execute	Operate	Restate
Arrange	Define	Experiment	Organize	Revise
Assess	Describe	Explain	Plan	Schedule
Calculate	Design	Express	Perform	Score
Choose	Diagnose	Formulate	Prepare	Select
Collect	Diagram	Identify	Propose	Set up
Compare	Differentiate	Illustrate	Question	Sketch
Compose	Discuss	Inspect	Rate	Summarize
Construct	Distinguish	Interpret	Recall	Test
Contrast	Employ	Judge	Recognize	Use
Create	Establish	List	Record	Value

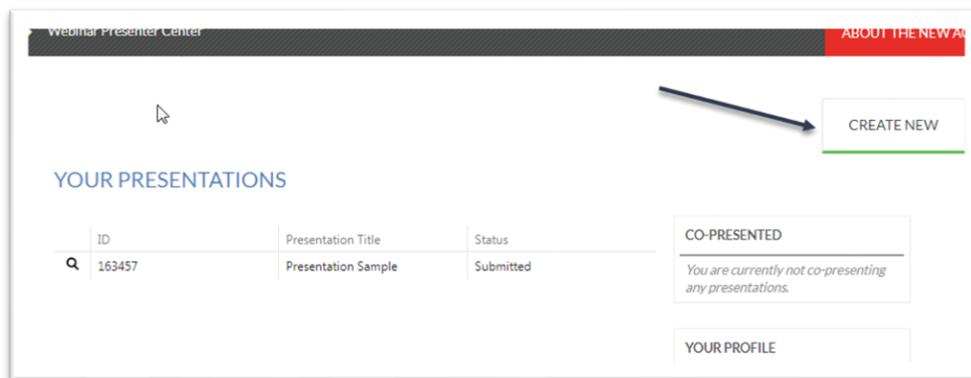
## ONLINE SUBMISSION INSTRUCTIONS

We strongly recommend you prepare your responses in a Word document first and save it to your desktop before you begin the online submission process to prevent losing your data. You can copy and paste your responses from your document as you respond to each question.

Visit the [Call for Learn ACA Presenters](#) page and select **Submission Portal**. You will need an ACA username and password to begin. Once you click on the [Submission Portal](#) link, you will be redirected to the Account Sign-in page where you can sign in or create a new account. If you're already signed in to [www.acatoday.org](http://www.acatoday.org), then you will go directly to the presenter center. Contact ACA at (703) 276-8800 or send an email to [education@acatoday.org](mailto:education@acatoday.org) if you forgot your ACA username and/or password or having trouble creating an account.

**Creating your new presentation.** After you sign into your account, you will be directed to the **YOUR PRESENTATIONS** page in the presenter center. It will be blank until you create your first submission.

- Select the **CREATE NEW** button in the upper right corner.



**Adding presentation summary information.** *All fields marked with an asterisk (\*) must be completed.*

- **Presentation Submission Event:** Select **Call for Learn ACA Presenters**
- **Presentation Title:** Your title must reflect the content of your presentation and should be no longer than ten words. If your presentation is approved for continuing education units (CEUs), it cannot be changed after submission.
- **Author Presenter Role:** Select your presenting role from the drop-down list.
- Select **Create Presentation**, and you will be directed to the **PRESENTATION SUMMARY** page and from here you will be able to provide details about your presentation.

## CREATE NEW PRESENTATION

This form allows you to create a new presentation. Enter the presentation title and select the event for the presentation.

Presentation Submission Event:*	Call for Learn ACA Presenters
Presentation Title:*	Best Webinar Ever!
Author Presenter Role:*	Lead Presenter

[Create Presentation](#) [Cancel](#)

## Adding details about your presentation.

Once the **PRESENTATION SUMMARY** is created you will see three (3) tabs entitled **HOME**, **PROPOSAL AND CV**, and **CO-PRESENTERS**. The instructions below will guide you through each tab.

BEST WEBINAR EVER!

Home Proposal and CV Co-Presenters [Return to Presentations](#)

YOUR PRESENTATION WILL BE AUTOMATICALLY DELETED IF NOT SUBMITTED BY THE 12/31/2022 DEADLINE.

<b>PRESENTATION SUMMARY</b>	
Presentation ID:	176370
Presentation Title:	Best Webinar Ever!
Presentation Status:	Create
Presentation Submission Event:	Call for Learn ACA Presenters
Name:	Lori Hall
Role:	Lead Presenter
Created On:	3/10/2020
Submitted On:	not specified
Submission Deadline:	12/31/2022

[Edit Summary](#)

<b>CHECKLIST</b>
The following requirement(s) must be met in order to submit a presentation. Click on a requirement to see an explanation.
<input type="checkbox"/> Presentation Document
<a href="#">Submit Presentation</a>
<a href="#">Delete Presentation</a>

**PRESENTATION CO-PRESENTERS**

There are no co-presenters for this presentation.

- Select the **PROPOSAL AND CV** tab and then select the first section: **Presentation Information**.
  - All proposals should include the following required information:
    - **COURSE DESCRIPTION** – Well-written, with clearly stated outcomes and appropriately documented theory, research and/or experience.
    - **BIO** - Provide a brief biography that will be included in the webinar marketing.
    - **Learning Objectives** – 2-3 measurable learning objectives that describe what learners should be able to do upon completion of your session. [Click here](#) for guidance on writing acceptable learning objectives (PDF).
    - **Course Breakdown** – Breakdown of topics to be presented during your 1-hour session.
    - **References** – 5 content references that support your presentation. References should be recent - within the last 10 years.
    - **Practice Area** -
- Complete the required sections and click **SAVE** and go to the **Agreement & Permissions** tab.
- Read the **Submission Agreement**, click the Agreement check box and answer the questions in the **Permissions** section and hit **SAVE** and go to the **Upload CV & Additional Files** tab to upload your **2-page CV** and **headshot**.

- Click on **Upload CV & Additional Files** and then click on **Choose File**. Browse for the files you are uploading. Click the red **Upload File** button to complete each upload. **Upload presenter (and co-presenter) CVs and headshot.**
- Upload your required files and documents in the **CV Upload section** and hit **SAVE** and go to the **CO-PRESENTERS** tab if you have others presenting the webinar with you. If you do not have Co-Presenters, click on the **HOME** tab at the top of the screen.

### Add your co-presenters.

- If you are presenting the webinar with others, you will need to add them under the **CO-PRESENTERS** tab. Your co-presenter will be able to view the presentation submission, but only you will be able to make changes.
- Select **Add Co-Presenter** on the right side of your screen and search for the individual's name. If you are unable to find your co-presenter, you will be able to add them as a new contact.

### Final steps.

After you have added all the required information and uploaded the required documents, you are ready to submit your presentation.

- Select the **HOME** tab to return to the **PRESENTATION SUMMARY** page.
- On the right side of your screen, you will see a **CHECKLIST** box. If all required information has been provided, the box next to **Presentation Document & CV** will be blue.
- Select **Submit Presentation**. You will receive a successful notice, a presentation ID number and an email confirmation that ACA has received your presentation.

