



## Request for Proposal (RFP)

**Academy Philosophy:** CHPA Academy will provide the best, most up-to-date consumer healthcare product industry education for today's market. The CHPA Academy is looking to provide content to the following audiences:

- Regulatory Affairs
- Government Affairs
- Sales
- Marketing
- Supply Chain and Logistics
- Operations and Manufacturing
- Quality
- Diversity, Equality and Inclusion
- Executive Leadership
- Women in Consumer Healthcare

**Overall, our members want:**

- Webinars and programs with depth of content and thought leadership
- Best practices and tools they can use right away and share with colleagues
- Presentations designed to engage and educate
- Programs showcasing tools, resources and strategies
- Plenty of time for Q&A – minimum of 15 minutes of Q&A and audience engagement

**Members do not want:**

- Programs with basic content, unless they are specifically designed for beginner-level participants
- Sales pitches or promotion of products or services
- Presentations that do not match the session description
- Webinars that are disorganized and presenters who are underprepared

**General Tips for Creating a Strong Proposal**

- Be clear, concise and complete with your responses. This will help reviewers gain a clear picture of what you plan to share.
- Write a title and description that are accurate and would draw an audience. Be sure to include what "grade" level the content is most appropriate for.
- Identify the right content level for your audience. Participants should feel like they are learning something new.
- CHPA champions and encourages diversity, please keep that in mind when selecting speakers.

**When will the webinar(s) be held and for how long?**

It is CHPA's goal to offer two to three webinars a month. The presentations should be anywhere from 30 minutes to 60 minutes including at least a 15-minute Q&A session.

**Evaluation Process**

CHPA cannot guarantee that a speaker or topic will be chosen for a webinar. Once submitted, the application will be reviewed by CHPA staff for consideration. Proposal applications that fail to meet all guidelines or are incomplete will not be considered for review. Proposals will be selected based on the following criteria:

- Quality of content;
- Clarity of proposal/writing;
- CHPA member interest in the topic;
- Presenter background and experience;
- Quality of handouts, resume or other materials submitted with the proposal.

**Guidelines for Speakers**

- Acceptance of a proposal is based on the content and the presenters named at the time the proposal is submitted. Any changes to content or speakers must be conveyed to CHPA’s education team in advance. The education team reserves the right to reassess suitability.
- If selected, program presenters will abide by the timeline set by CHPA and meet all deadlines to the best of their ability.
- Participants in trade association meetings, including program speakers, must avoid issues that have antitrust implications. Topics to avoid include product prices or pricing policies or discounts; sales, including production or sales quotas or market shares; refusals to deal with a company, including boycotts or joint pressure on a company.
- Presenters will use CHPA Power Point template when presenting information.
- Presenters will submit final slides for CHPA review at least five (5) days in advance of the presentation and will meet reasonable requests for changes.

**Acknowledgements by CHPA and Program Presenters**

- Both CHPA and webinar presenter(s) have the right to publicize the program presenters’ participation in the event, including use of the presenters’ biography and likeness and a summary or other description of the presentation.
- Unless otherwise agreed in writing:
  - CHPA acknowledges and agrees that webinar presenter retains the right to any future use of the presentation and its content as they see fit.
  - Program presenter acknowledges and agrees that CHPA has the right to record and distribute webinar content for later use without charge to CHPA members.

**Webinar Presenter** (indicate Yes or No below):

YES  NO  Webinar presenter acknowledges and agrees that CHPA has the right to record and distribute webinar content and charge a fee for its later use by CHPA members or nonmembers, with all proceeds accruing exclusively to CHPA.

**Acknowledged by Webinar Presenter:**

\_\_\_\_\_  
Signature Printed Name

\_\_\_\_\_  
Company or Affiliation

\_\_\_\_\_  
Date

CHPA Academy Presentation Proposal

**Main Contact Information** (Complete all info for main contact for the session – please print)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title & Company

\_\_\_\_\_  
Phone Email Address

**Speakers** (if more than main contact, please list name, company, title, and email)

**Please send headshots and biographies (1000 characters or less) when submitting proposal.**

**Webinar Overview and Information**

Content Level (select one) Based on participant experience or knowledge:

- \_\_\_\_\_ Beginner: Very basic content for attendees who are new to the topic or have less than two years of experience with relatable content.
- \_\_\_\_\_ Intermediate: More in-depth content that goes beyond basics and is intended for attendees with at least four years of experience on the topic or relatable content.
- \_\_\_\_\_ Advanced: In-depth analysis and discussion intended for attendees with 10 or more years of experience on the topic or relatable content.

**Session Length** (select one) What type of webinar are you proposing?

- \_\_\_\_\_ Express (30 minutes) – Short sessions that provide attendees with a host of hands-on, useable information and resources.
- \_\_\_\_\_ Focus (45-60 minutes) – Presentations that offer a deep dive into a targeted topic area and feature different perspectives and opinions.

**Webinar Title:** Make it interesting, marketable and accurate (10-word limit)

**Webinar Description:** Make sure it's aligned to your content, focuses on learning outcomes and provides information that would help participants decide if they want to attend your webinar and if it's a good fit. (175-word limit)

**Objectives/Key Take Away:** What is the purpose of this webinar? Provide up to three bullet points expressing the objectives.

1)

2)

3)

**Will you be able to provide tangible resources for attendees?** (Presentation slides, templates, etc.)  
**If yes, what will you provide?**

**How much knowledge and experience do you have on this topic/content?** (select one)

\_\_\_\_\_ I have presented this content before and have 10 or more years of experience with this topic.

\_\_\_\_\_ I have not presented this content before, but have trained others in my organization

\_\_\_\_\_ This would be my first time presenting this content, but I'm eager to do a great job.

\_\_\_\_\_ Other (please describe):

Return form to [meetings@chpa.org](mailto:meetings@chpa.org)