



## INTERESTED IN BEING A PROGRAM HOST?

Thank you for your interest in hosting a Josephson Institute seminar. Program hosts can save substantially. As a program host, you will not bear any financial burden beyond registration fees for participants from your organization. Not only will you save on travel costs for your staff, program hosts receive five complimentary registrations to the seminar provided it reaches a total of 30 participants.

## WHAT IS EXPECTED OF A PROGRAM HOST?

We ask that program hosts assist us with the following to ensure program success:

### **Market the program**

As the program host, you have greater knowledge of and access to regional contacts. The Institute asks the host to assist in marketing the program by sending out e-mail announcements and providing the Institute with a contact list.

We will develop a co-branded marketing brochure that can be sent as an e-mail attachment, coordinate a hard mailing to your contact list as well as our own leads (at Institute expense), advertise the program on our website and engage membership associations to do the same, conduct outreach calls, and work with state associations.

### **Provide a training facility**

The Institute asks program hosts to provide a training facility of roughly 2,000-3,000 square feet that can comfortably accommodate 35 participants in a U-shaped configuration. The room should include a LCD projector, projector screen, DVD player, TV, lavalier microphone, and flip charts to support the trainers' presentation needs.

For complete information about becoming a program host, please call us at 800-711-2670.