

# SMA-Webinar Topic Application

## Call for 2020 SMA Webinar Topics

**Submissions are DUE BY:** (Insert Start Date 7 days out from release) at 5pm EST

**Proposed Webinar Topic Title:** \_\_\_\_\_

**Submitted by:** Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Brief narrative describing the Webinar Topic:** (maximum 100 words)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What is the value proposition to the SMA Members:** (How can the webinar help the stadium industry, what is the value-add?)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**Three reasons why your topic is of current interest/relevant:** (What are the drivers and impacts on the stadium industry?)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**Highlights:** (What are the key discussion points/segments/aspects?)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

**Aspects:** (What case studies/research/statistics do you intend to incorporate, if any?)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

**Potential Additional Participants:** (The preference is to include actual users, stadium manager, operation managers, etc.)?

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

**NOTE:** The SMA Webinar Committee will be evaluation all submission and selecting four webinar topics for the 2020 series. The evaluation process is at the discretion of the SMA Webinar Committee and will be based on numerous factors including but not limited to – application submission, current relevance of the topic, membership status, inclusion of various users and industry professionals as presenters, perceived value/interest to the general SMA membership. Selected Webinar Topics will be announced 14 days after the Webinar Submission Deadline and listed on the SMA Website. The individuals submitting the Selected Webinar Topics will be contact directly by the SMA Webinar Committee to start the development process.

*End of Application*