



BRITISH COLUMBIA FUNERAL ASSOCIATION

Associate Member Webinars

Many of you have expressed interest in showcasing your new products, services, and expertise to our members. We're thrilled to announce a new benefit designed to do just that: Associate Member Webinars!

What is it?

Starting in April 2025, we're offering Associate Members the opportunity to host a webinar for our community. This is your chance to share your knowledge, introduce innovative solutions, and connect directly with potential clients. We'll be offering nine webinar slots throughout 2025.

This opportunity is provided at no additional cost as a benefit of your *Associate Membership*.

Promotion:

- Your webinar will be promoted in the BCFA Monthly Newsletter and on our Social Media pages.
- We'll create a dedicated promotional post highlighting your expertise.

Hosting:

- Registration will occur on BCFA Events Page
- You'll provide the webinar link and host the session.

Cost to Attendees:

- The webinar must be free for BCFA members

Length:

- Webinars should be between 45-90 minutes including Q & A period.

Content:

- The content is up to you! Share your new product, service, advice, or expertise.
- We ask that you include an educational component to enhance the learning experience.



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CEU Accreditation (Optional):

- ***Increases attendance***
- The BCFA will assist in submitting courses for CPBC Accreditation if they meet the necessary criteria (see attached document).
- You'll be responsible for completing the Course Description, linking to the CEU Accreditation standard, and providing an instructor profile.
- Please note that BCFA cannot guarantee course approval.
- All content for CEU submission must be submitted 30 days prior to promotion.

Scheduling and Frequency:

- Webinar slots are available on a first-come, first-served basis.
- We'll strive to accommodate your preferred date, but flexibility may be required due to demand.
- To ensure equitable access, we'll prioritize webinars for Associate Members who haven't presented in the previous 24 months.
- If demand allows, Associate members may present every 12 months.
- We will be offering 1 webinar per month.

Steps:

1. Confirm Month with BCFA
2. Provide Webinar description and any promotional materials (PDF or Social Media Post) 30 days prior to webinar date
3. Provide link to webinar or coordinate use of BCFA Zoom 30 days prior to webinar date
4. BCFA will put webinar notice in Monthly Newsletter in month prior to webinar
5. BCFA will post webinar on Events Page
6. BCFA social media posts 2 weeks and 2 days before webinar