

Professional Development Institute Checklist/TimeLine

Presenter:

Determine topic

Prepare session

Meet with School of Extended Learning

Marketing Plan

Email

Social Media

Registration Plan

Minimum cost for attendees, 2-hour session is \$30

Minimum attendance determined by program

Schedule Session

Determine Platform (Zoom, D2L Collaborate, TEAMS)

Recommend 2 hour maximum

Prepare material for attendees (2 - 3 weeks before session)

School of Extended Learning:

Meet with Presenter (as soon as approved)

Marketing Plan (1 – 2 months before session)

Registration Plan (1 – 2 months before session)

Schedule Session

Prepare Presenter supplemental contract (Rate is 60% of net profit) [1 month before session]

Set up registration system and register attendees [1 – 2 months before session]

Implement marketing plan [1 -2 months before session]

Send conference links and materials to attendees [2 – 3 weeks before session]