

Ask an Expert: Application and Presentation Details

The ASCFG seeks presenters to share their knowledge and best practices with other cut flower growers. If you're comfortable speaking to audiences—large or small, virtually or live—and feel you have unique experiences others will find valuable, submit an application! Applications are accepted on a rolling basis until all slots for the year have been filled. Once applications are accepted, presenters should expect to provide a time commitment of no more than five hours total. See below for an overview of commitments for all parties and a sample timeline of activities.

Roles & Responsibilities

ASCFG Team

- Manages all aspects of the communications and event logistics. We issue calls for presenters, collaborate with the presenter to choose a month and a date for the webinar, update the website and events calendar, and perform outreach with ASCFG members.
- Performs a practice run of webinar with the presenter at a time convenient to the speaker, but no later than the day of the presentation.
- During the presentation, the ASCFG Team supports webinar set up and addresses any questions or concerns.
- Uploads webinar recording and presentation materials to the Members Only archives.
- Provides compensation for the presenter upon completion of the webinar.

Presenter (Estimated time commitment: 5 hours or less).

- Once the topic and learning outcomes are confirmed, the presenter creates an outline for the webinar and develops any accompanying instructional materials. Plan for 45 minutes of presenting with a window at the end for a 15-minute question and answer session with attendees.
- Shares a biography, contact information for attendees, and a photograph for promotional purposes.
- Performs a practice run of webinar with the ASCFG Team at a time convenient to the speaker, but no later than the day of the presentation.
- Shares presentation materials for the Members Only archives.

Timeline

Before the Webinar (Estimated Time Commitment: 3 hrs)

1. Application is submitted by the presenter. The ASCFG Team reviews the application. Upon acceptance, the ASCFG Team notifies the presenter and collaborates with them to choose a month and a date for the webinar.
2. Presenter creates an outline for the webinar and develops any accompanying instructional materials.
3. Presenter shares a biography, contact information for attendees, and a photograph for promotional purposes.
4. Both the ASCFG Team and the presenter engage in a practice run of webinar at a time convenient to the presenter, but no later than the day of the presentation.

During the Webinar (Estimated Time Commitment: 1.5 hrs)

1. The ASCFG Team manages the webinar logistics. ASCFG staff typically gets on with the host 10 to 15 minutes before 8:00 p.m. in case of last-minute questions or issues, and will open the Zoom session promptly at 8:00 p.m. ET. Attendees will be muted upon entry into the webinar to ensure a user-friendly learning environment.
2. At the start, the presenter should introduce him/her/themselves, welcome attendees, and let them know that we'll start shortly, as other attendees are being admitted. The presentation should begin no later than 5 minutes after the hour.
3. The presenter shares knowledge and participates in a question and answer session.
Note: The speaker should feel comfortable asking attendees to mute microphones in case the ASCFG staff missed anyone.
4. The presenter should answer as many questions as possible in the last 15 minutes, but should not allow questions to extend the session more than 10 minutes past the hour.

After the Webinar (Estimated Time Commitment: 0.5 hr)

1. The presenter shares presentation materials for the Members Only archives.
2. The ASCFG Team uploads materials into the Members Only archives.
3. The ASCFG Team provides agreed upon compensation for the webinar.