

MEMBER BENEFIT

ALFN WEBINARS

NEVER STOP LEARNING

**ALFN** AMERICAN  
LEGAL &  
FINANCIAL  
NETWORK

CLASS ON  
WEDNESDAYS

## HOSTING AN ALFN WEBINAR JUST MIGHT SURPRISE YOU:

- + AVERAGE ATTENDANCE OF 100-200+ INCLUDING MORTGAGE SERVICERS
- + PRESENTERS RECEIVE CONTACT INFORMATION FOR ALL ATTENDEES
- + POSITION YOURSELF AS A SUBJECT-MATTER OR STATE-SPECIFIC EXPERT
- + EXPOSURE TO OVER 5000 MORTGAGE SERVICING INDUSTRY PROFESSIONALS
- + BUILD CREDENTIALS OF YOUR YOUNGER ASSOCIATES

150 DEFAULT SERVICES LAW FIRMS.  
30 ANNCILLARY SERVICE COMPANIES.  
5,000 MORTGAGE SERVICING PROFESSIONALS.

---

## ONE WEBINAR PLATFORM.

As you may be experiencing, getting in front of your client has been more challenging than ever before with reductions in travel and the overall changing landscape. With that in mind, we have developed the perfect solution through our ALFN Webinar platform in which you can market yourself to our members or to the mortgage servicing industry at large through this online educational tool. If you would like to host a webinar, and market your products/services to our members or to the entire mortgage servicing industry as a whole, we have four methods for you to do so:

**MEMBERS ONLY** (Associate and Attorney-Trustee Members) - Do a 30-60 minute webinar presentation with speakers and content that you designate, covering what products/services you offer and how they might benefit our Attorney-Trustee and/or Associate Members.

**PRACTICE BUILDING SERIES** (Attorney-Trustee Members Only) - A 30-60 minute webinar addressing issues that face our Attorney-Trustee Members and their practices. HR issues, operational issues, financial stability and many others that directly deal with the business issues of managing a law firm or trustee.

**HOT TOPIC LEGAL UPDATES** (All Industry Participants or Members Only) - Do a 60-90 minute webinar presentation with speakers and content that you designate, covering industry hot topics and best practices whereby you focus on providing educational information to the industry as a whole, without necessarily directly selling your products/services. Issues presented are nationwide in scope.

**STATE SPOTLIGHT** (All Industry Participants or Members Only) - Do a 30-60 minute presentation on state specific legal issues as they arise. Issues deal with more state level legislation and litigation, and other hot topic state specific issues.

**ALFN COMMITTEE/PRACTICE GROUP** (All Industry Participants or Members Only) - Normally 60-90 minutes in length, this is an ALFN hosted webinar where only members of the ALFN committees/practice groups will present on industry hot topics relative to their particular groups core focus.

## MARKETING BENEFITS OF ALFN WEBINARS

---

Get vast exposure to your targeted audience for your specific product/service niche, all at no cost to you. Hot Topic Legal Update Webinars consistently get around 200 registrants, with webinars having had more than 1000 registrants. Our other webinar series we offer may get smaller audiences given the smaller target audience and state or specific niche topics they address.

Receive the attendees contact information to follow-up with all webinar attendees after the presentation, and for your further marketing use. Webinar speakers have received file referrals or made other business relationships as a direct result of speaking on an ALFN webinar.

You select the speakers and submit them for approval by the ALFN, and you prepare the content, so we can showcase you, your firm and other speakers.

We do all the work in marketing your webinar to our contacts for registrations and managing the GoToWebinar technology for you, however you are welcome to distribute the registration information to your contacts as applicable.

All Webinar Video & Audio is recorded and posted to the ALFN webinar archive page on the ALFN website for future marketing value and distribution.

# PRESENTER DEADLINES, TECHNOLOGY DETAILS & LOGISTICS

---

CONTACT [INFO@ALFN.ORG](mailto:INFO@ALFN.ORG) FOR  
ADDITIONAL DETAILS AND TO  
SECURE YOUR DATE AND TOPIC

Webinars are normally hosted on Wednesdays at 1 p.m. CST, with a pre-webinar call that same day at 11 a.m. CST to review technology usage and final details with all speakers. Tuesdays & Thursdays can also be used as alternate webinar days and we can also host webinars at 12 p.m. CST.

**ITEMS NEEDED BY SPEAKERS 2 WEEKS PRIOR TO WEBINAR DATE** (or before if possible) – Need the suggested webinar title and a few sentences description of the topic(s) for the registration form to describe what you will be covering in the presentation. Need a list of speakers with their company names, job titles, email addresses and their headshot photos. Also need to know the type of webinar (Members Only, Practice Building, Hot Topic Legal Updates, Committee/Practice Group or State Spotlight) and the length (30, 45, 60, 75 or 90 minutes). Will also need to know if you will be using a Fireside Chat Format (where speakers go back and forth in discussion on the slides) or Presentation Format (where each speaker covers their own materials individually), or a mix of the two. All speakers will need to agree as to the format, and we ask that no speaker monopolize the presentation and give all speakers the same amount of time to speak.

**ITEMS NEEDED BY SPEAKERS 2 DAYS PRIOR TO WEBINAR DATE** – Need completed webinar presentation slides in PowerPoint, the ALFN template to use will be provided. The Moderator or other designated speaker should collect the slides and put them into one presentation in the correct order that represents when each individual should speak. The Moderator should be in charge of working with the other speakers to get their materials in on time, communicate with them on their speaking points and make sure the process is moving along on time. ALFN will need to review and approve the final submitted presentation and will make any edits.

Presentation materials are emailed to all webinar registrants at Noon CST the day of each webinar for their reference, with contact information for the speakers and their webinar access information.

ALFN will record the video/audio of the presentation and provide on our website with any materials after each webinar for anyone to view on-demand. This also gets emailed to anyone that registered for the webinar, with contact information on the speakers.

The Audience is muted during the webinars and they type any questions to the speakers to address during the presentation. Any questions not addressed during the webinar should be addressed by the speakers directly within 2 business days. We ask that a document be formatted that includes all questions and the answers so we can display as a resource on the webinar archive page within 2 days after the webinar concludes.

ALFN will control the slide presentation and transitioning of slides during the webinar, with verbal cues from the speakers on when to move on to the next slide. When transitioning between slides, speakers should maintain a seamless verbal transition and not wait for the slide to appear as there may be a five second lag between a speaker's verbal cue and the slide appearing on screen.

Any materials and recordings used for the webinar will become the property of the ALFN to use at its discretion for future educational purposes.

All final presentations must be submitted to the ALFN no later than 48 hours prior to your scheduled webinar in power point and PDF format using the ALFN Webinar Template. Slides or presentations not submitted on this template will not be accepted and it is the presenter's responsibility to ensure that presentations are created and submitted in a timely manner using these specifications.

## READY?

---

ACCESS THE POWER POINT  
TEMPLATE TO BEGIN WORKING  
ON YOUR PRESENTATION.

PRESENTATIONS MUST BE SUB-  
MITTED USING THIS TEMPLATE.