

# DIAGNOSTIC MARKETING ASSOCIATION STANDARD OPERATING PROCEDURES

## GENERAL SUBJECT: Web Casts

Effective Date: April 7, 2010  
Superseded Date: n/a

### 1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the DxMA Web Cast Series and to ensure the DxMA Web Cast Series satisfies the objectives of the Board of Directors and the DxMA Membership.

### 2.0 SCOPE:

This procedure applies to the DxMA Web Cast Series and to all involved in planning, executing and managing the event.

### 3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) members inclusive of the Committee Chair.

### 4.0 PROCEDURE:

4.1 Appointment: The President shall annually designate the DxMA Web Cast Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval: The Committee shall create a plan and budget for approval by the Board of Directors.

4.3 Planning: The Committee shall complete the following activities in planning the DxMA Web Cast Series.

4.3.1 Select program theme and format for the DxMA Web Cast Series.

4.3.2 Determine optimal number of programs for the year, and topics and speakers for each.

4.3.3 Select, recruit and prepare speakers for conference program.

4.3.4 Work with the speaker and committee to create a title, synopsis and other necessary information for each program.

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- 4.3.5 Prepare and execute an effective promotion plan for achieving budgeted attendees for the conference.
- 4.3.6 Coordinate DxMA Web Cast Committee activities with Membership Committee.
- 4.3.7 Prepare content materials for conference attendees.
- 4.3.8 Plan dates and potential topics for the following year's DxMA Web Cast Series. Coordinate with DxMA office all logistics in securing the electronic capabilities necessary to conduct the web cast programs.
- 4.4 Updates and Succession: The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the DxMA Web Cast Series.
  - 4.4.1 The Chair shall act as host and MC for the introduction of presenters and the program.
  - 4.4.2 The Chair shall select and train a successor for the following year with the approval of the President.
  - 4.4.3 The Chair shall create a DxMA Web Cast history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
  - 4.4.4 The Chair shall be a member of the following year's Committee, when possible.

## 5.0 STAFF RESPONSIBILITIES:

- 5.1 Communicate with web cast service provider to secure the necessary support and electronic capabilities for each web cast program.
- 5.2 Advise Committee and speaker of logistics for joining web interface and teleconference line.
- 5.3 Coordinate effort with Committee.
  - 5.3.1 Schedule conference calls.

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- 5.3.2 Craft and distribute meeting agendas and updates.
- 5.4 Coordinate marketing efforts with DxMA Web Cast Committee.
- 5.5 Update website.
- 5.6 Provide administrative support for all speakers confirmed by Committee.
- 5.7 Track and report registrations, sponsorships, etc. to Committee and Board.
- 5.8 Provide logistical information for joining the web cast program to attendees.
- 5.9 Provide e-support at each web cast program.
- 5.10 Provide administrative support for Committee Chair and Committee members.

## 6.0 TIMELINE:

- 6.1 April – Select a Committee Chair.
- 6.2 June – Committee selected.
- 6.3 November – Theme and speakers identified.
- 6.4 1 January & Annual Conference – Provide promotional / save the date information.
- 6.5 As appropriate and dependent upon timing of each program – Advertisement presented to *CAP Today* for February issue.
- 6.6 As appropriate and dependent upon timing of each program – receipt of speaker biographies and presentation synopses.
- 6.7 As appropriate and dependent upon timing of each program – Advertisement receipt of final presentations for addition to web interface.
- 6.8 Immediately following program – facilitate evaluation of program.