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2012 ASTD Government & *The Public Manager* Webcast Series



Courage Goes to Work: Taking risks and making changes in the workplace

Friday November 16, 2012, 11:00 AM EST
 Presenter: Bill Treasures, author of *Courage Goes to Work*
FREE FOR ASTD MEMBERS

The workplace is fraught with daily challenges—challenges that may provoke fear, stress, or even excitement. But challenges nonetheless. These challenges can, potentially, inspire our courage or undermine our performance. In this webcast, Bill Treasures, author of *Courage Goes to Work*, will help attendees expand their Courage Capacity so they can meet organizational challenges with more confidence and less trepidation. Learning professionals will be inspired to embrace change more willingly, assert ideas and constructive feedback more freely, take calculated risk, pursue stretch goals and more.

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ASTD Government Average Webcast Stats
 Registrants **250**

Custom Content

If you have an idea, content or data that you'd like to present as a custom webinar to the ASTD Government community, please discuss the process and cost with your sales contact. Some things to keep in mind regarding custom webinars below.

1. Content must be unique to ASTD.
2. As a webinar sponsor, you agree to present your information, findings, or case study in an objective way that both benefits and informs the audience. The content presented should be free of direct promotion of a product or service, and more in line with the general benefit of a training professional.
3. A worksheet will be provided to help guide you through the production process and content submission.
4. Webinar sponsor agrees to allow ASTD the ability to post webinar for up to 12 months.
5. Please supply high res GIF and JPEG file of sponsor logo.
6. A dress rehearsal and run-through will be scheduled between ASTD and sponsor.
7. Schedule: Webinars will be held Tuesday or Thursday of each week, for an hour between 1 and 3 pm EST. Subject to availability.
8. Webinar length: One hour.

ASTD MEMBER BENEFITS

The ASTD Professional Development Webcast Series Continues!

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Package/Pricing

Webcast Promotion

Two Sentence audio intro as sponsor by moderator at the beginning of the webcast.

Logo exposure and hyperlink on...

Online Promotion

ASTD.org Government Pages, ThePublicManager.org, ASTD.org/webcasts, ASTD Government social media and more.

Email Promotion

One sent to 42,000 ASTD Government users promoting content, sponsor & speaker.
 ASTD Government enews to over 21,000 promoting content, sponsor & speaker.

Print & Digital Promotion

The Public Manager will feature print and digital ads promoting upcoming webcast

Post Event

Thank you message to all attendees with archived webcast.
 'Sorry we missed you' message sent to all non-attendees with link to archived webcast
 Archived webcast will be posted for member access for up to one year.

Lead Generation

Sponsor receives list of registrants. Info included: name, company, title, email, address.

Total: \$2,500

Contact us today to schedule your webcast!

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