MHI Supply Chain Tech Talks Sponsorship

What to expect during the preparation/production of the Tech Talk

- You will be working in direct contact with WorkerBee.TV to prepare and produce the live show
- You will be asked to fill in a briefing form that includes all the details WorkerBee.TV needs to begin preparations for the live show. This includes details on the topic, graphics, and the speakers.
- Each Supply Chain Tech Talk is broadcasted live to LinkedIn as well as MHI view, MHI's video portal. The recording will also live on demand after the live show.
- Each Tech Talk is 30-minutes in length, with 20 minutes of discussion, plus 10 minutes of Q&A
- Each Tech Talk will include a 30-minute rehearsal for the moderator and panelists to serve 3 purposes:
  - Test connections for each participant
  - Discuss content
  - Record promotional video
- Please note that if a marketing agency will be managing communications, a rep from the sponsor company is required to be copied on all communications

Timeline Requirements

Note these are the minimum requirements to meet the standard production timeline - where needed we can adjust to allow more time for interview scheduling or approvals, including any legal approvals required. Ideally this is planned in advance for more accurate scheduling of a release date.

Lead Time	Deliverable	Responsible
4 weeks	Briefing information submitted to WorkerBee.TV	Naylor / Client
3 ½ weeks	Follow-up with client confirming details for the Tech Talk	WorkerBee.TV
3 weeks	Content Meeting	WorkerBee.TV / Client
2 ½ weeks	1. Production Script / Show graphics shared with client 2. Live Show page shared with client	WorkerBee.TV
2 weeks	Revisions / Notes for Live Show page submitted to WorkerBee.TV	Client
1-2 weeks	Tech Talk advertised in MHI Newswire	MHI
1 ½ weeks	Revisions / Notes for production script & Graphics submitted to WorkerBee.TV	Client
1 ½ weeks	Share technical requirements with moderator & panelists	WorkerBee.TV
1 ½ weeks	Tech Talk advertised via eblast	MHI
1 week	Rehearsal / Tech Check	Client / WorkerBee.TV
1 week	Social Media Asset delivered / published to social channels	WorkerBee.TV / MHI
0 Days	Live show execution	Client / WorkerBee.TV
-1 day	On Demand version available / eblast goes out	WorkerBee.TV