



# **CIEEM Sponsored Webinar Guidelines**

## **1. Purpose of Sponsored Webinars**

CIEEM's sponsored webinars are designed to support the Continuing Professional Development (CPD) of members and the wider ecological and environmental sector. All sponsored webinars must be educational in nature and contribute to professional learning and skills development.

## **2. Educational Focus and Learning Outcomes**

Sponsored webinars must be delivered for training and professional development purposes and not solely for promotional or sales activity, for example include a case study or project examples.

Sponsors are required to:

- Provide learning outcomes in advance of the webinar.
- Maintain a professional, evidence-based approach throughout the session.

## **3. Format and Duration**

- Sponsored webinars are expected to be 30 minutes to one hour in duration, including time for questions.
- Presentations should be clear, well-structured, and accessible to a professional audience.

## **4. Sponsorship and Transparency**

- Sponsored webinars must clearly state that the session is sponsored.
- It must be made explicit in all promotional and delivery materials that CIEEM is not affiliated with, nor does it endorse, the sponsoring organisation or its products or services.

## **5. Fees and Charges**

- The current charge for a sponsored webinar is £250 (plus VAT).
- No delegate fee shall be charged for attendance at sponsored webinars.



## **6. Administration and Delivery Responsibilities**

CIEEM shall be responsible for:

- All delegate correspondence.
- Managing bookings and registrations.
- Hosting the webinar using the CIEEM Zoom webinar account.
- Providing access to a recording of the webinar following the event.
- Liaising with the sponsor/s for post-webinar correspondence for delegates.

## **7. Delivery Support**

CIEEM shall provide operational support for sponsored webinars, including:

- Moderation and management of questions and answers.
- Support for the use of interactive features in zoom, such as polls, where appropriate.
- Sponsors are encouraged to engage constructively with delegates while maintaining an educational focus.

## **8. Content Standards**

CIEEM reserves the right to review webinar content in advance to ensure:

- Alignment with CPD objectives.
- Consistency with the [CIEEM Competency Framework](#).
- Compliance with [CIEEM's code of professional conduct](#).