

APMAA Webinar Proposal and Application Form

APMAA welcomes applications for the 2024 webinars. If your team intends to organize a webinar, please submit the proposal form in the table below. We can promote your plan in the APMAA News January 1 issue.

[APMAA Webinars \(2023, 2022, and 2021\) \(s-ueno.sakura.ne.jp\)](https://s-ueno.sakura.ne.jp)

[Asia-Pacific Management Accounting Association \(APMAA\) Official Site \(s-ueno.sakura.ne.jp\)](https://s-ueno.sakura.ne.jp)

2024 APMAA Webinar Application Form

A Proposal Form for the 2024 APMAA webinar (Invite 4-6 speakers)
Organizer (Chair and Co-chair's names and email addresses)
Webinar Date
Webinar Theme
Objective and target audiences
Webinar promotion tools (program and flyer), channels, and schedule
Half-a-day Plan (6 speakers: 240 min= 5+100+30+100+5/or 4 speakers)
Opening (5 min): Welcome, Overview of the webinar theme and objectives Session 1 (100 min: 5+30 +30+30) Session theme and introduction by the Session 1 chair (5 min) Speaker 1, Speaker 2, Speaker 3 (15 min. presentation, 10 min. discussion, 5 min. Q&A)
Break (30 min.)
Session 2 (100 min: 5+30 +30+30) Session theme and introduction by the Session 2 chair (5 min) Speaker 1, Speaker 2, Speaker 3 (15 min. presentation, 10 min. discussion, 5 min. Q&A) Closing(5 min): Summary of the key takeaways from the webinar. Thank you and closing remarks.

Guidelines for the APMAA Webinar

Organizing Team

The organizing team for the webinar should include the following roles:

Total Planner (Coordinator): The total planner is responsible for the overall planning and execution of the webinar. This includes developing the budget, inviting speakers, promoting the webinar, and conducting rehearsals.

Communication Staff: The communication staff is responsible for promoting the webinar and communicating with the speakers, moderators, and attendees.

IT Technical Staff: The IT technical staff manages the online platform and provides technical support on the webinar day.

Target Audiences, Theme, and Learning Objectives

When choosing a theme, it is essential to consider the target audience for the webinar. Are you targeting academics, practitioners, or a mix of both? If you are targeting a mix of scholars and practitioners, you may want to choose a theme relevant to both groups. List the specific things you want attendees to learn from the webinar.

Speakers

When inviting speakers, it is vital to consider their expertise in accounting research and practices and their experience in giving presentations. Speakers should be able to communicate complex ideas clearly and concisely. Some possible speakers to consider include:

- Academics who are leading experts in accounting research
- Practitioners who have used accounting research to improve their organizations
- Consultants who specialize in accounting

Promotion and Distribution Materials

You can promote the webinar to a broad audience through various channels, such as the APMAA network, professional organizations' websites, and social media. APMAA headquarters can support you in distributing your flyer, which includes the webinar program, speakers' outlines, profiles, and photos.

APMAA network Ueno's list: 1,400 recipients APMAA 2022 member list: 180 recipients APMAA 2023 member list: 110 recipients Indonesia Chapter: 300 recipients European Chapter: 1,500 recipients

You should distribute materials to attendees before the webinar, including:

- The program and speaker outlines, with profiles and photos
- Relevant materials, such as executive summaries, research papers, and slides

Distributing materials in advance will help attendees to prepare for the webinar and to get the most out of it. If you plan to distribute the slides, you could also mention whether or not they will be posted on the webinar website or sent to attendees via email (probably upon request).

Rehearsal

It is crucial to conduct a rehearsal with the speakers and session chairs before the webinar. This will help ensure that everything runs smoothly on the webinar day. The rehearsal should cover the following:

- How to use the webinar platform
- The flow of the webinar
- How to answer questions from attendees

Additional Considerations

Registration on Google Forms

You can use Google Forms to create a registration form for your webinar. This will allow you to collect information from potential attendees, such as their name, email address, and affiliation. You

can also use the registration form to ask potential attendees what topics they are most interested in learning about. This information can be used to tailor the webinar's content to the audience's interests.

Promotion and Communication

You can use the information collected from the registration form to promote the webinar to potential attendees and communicate with them. For example, you can send email reminders to registrants about the webinar and provide them with information about the speakers and topics that will be covered.

Distribute Flyers Multiple Times

A flyer should include speech outlines and a speaker's brief profile with a photo. You should distribute the flyer multiple times to ensure that as many people as possible know about the webinar.

Recording (Uploading the Video on YouTube)

If you decide to record the webinar, you can share it with those who could not attend live by posting it on your website or uploading it to a video streaming platform like YouTube. You can also send the recording to registrants who did not attend the live webinar.

Additional Notes

You may consider offering continuing professional education (CPE) credits for attendees who complete the webinar.

You may also consider partnering with other organizations to promote the webinar to a broader audience.

Follow up with attendees after the webinar to thank them for participating and collect feedback.

I hope these guidelines are helpful. Please let me know if you have any questions.

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