*Ask the Pro is a live webinar series for AFWA members to hear inspiring stories from female industry professionals. These webinars are in a flexible format to best present viewers with a variety of information from women serving in many different roles. In addition to the assortment of formats, viewers will be able to ask questions so the session will contain interesting dialog.*

**Why Ask the Pro?**

The AFWA membership is very diverse in regards to the type of work they do. These range from industry finance, public accounting, tax, audit, financial planning, and many more.

AFWA members want to hear from industry professionals who have been successful in their position and be exposed to different roles in such a large profession. Ask the Pro is also used as a venue for emerging professionals to gain exposure to women who can serve as role models as they grow their own careers.

**Formats**

* **Interview Style** – Speaker and AFWA staff to develop questions ahead of time that can cover education, career, work life integration, and other topics identified.
* **Career Overview** – Speakers can choose to use this format to give viewers a timeline of their career progression. This format is preferred when a speaker has interesting industry stories and experiences that may not be typical.
* **Presentation** – Speakers who would like to provide tips or advice based on their experiences can chose this format. Slides to accompany this format are preferred.

**Accessibility and Platform**

AFWA uses Go-To-Webinar as its webinar platform. When presenting, speakers will need to have access to internet. Speakers can use the microphone in their computer or connect via phone to present, with phone preferred. When internet access is not possible, a phone only option can be made available for the presenter.

**Participation, Q&A and Slides**

Viewers will be asked 3 questions during the session by AFWA staff to monitor engagement. This is required to offer CPE credits to viewers. These questions may be provided by the speaker, or generated by staff. In addition, viewers may ask questions throughout the session or at the end, per the speaker’s preference.

Presentation slides are optional but provide a visual for viewers and do increase engagement. At a minimum, AFWA staff can prepare a title and bio slide for the presentation.

**2017 Dates and Times**

Ask the Pro webinars are scheduled for 8pmET/7pmCT/6pmMT/5pmPT, unless otherwise noted or adjusted for the presenter.

* January 10
* February 13
* March 14
* May 9
* June 20
* July 11
* August 8
* September 12
* November 14

**Let’s Get You Scheduled!**

Those interested in presenting an Ask the Pro session should contact Ericka Harney, AFWA Executive Director at 859-219-3532 or Ericka.Harney@afwa.org. Thank you for your interest!



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