

Ready to share?

acu-connect was founded on the belief that ISVs and VARs have a wealth of expertise in their respective subject matter areas that can benefit the entire Acumatica community. While our Charter sponsors enjoy the benefit of one joint acu-connect hosted webinar per year, there are others who would like to offer thought leadership to our community. In the spirit of providing the highest quality of educational content to our members, we are offering an opportunity for non-Charter sponsors to propose webinar content for acu-connect hosted webinars. See below for requirements.

We have a limited number of slots available per year, so only topics that meet the guidelines laid out in this document will be considered. Please consider the following before submitting your proposal.

What types of topics are we looking for?

- Tips and tricks on Acumatica products, implementations, specific areas (i.e. reporting & dashboards, CRM)
- Best practices featuring Acumatica products for specific feature areas
- Case studies or customer success stories sharing how Acumatica products solved business problems or provided significant benefit to an organization
- Thought leadership
- Industry-specific topics and trends

Considerations when developing your proposal

- Focus your message on your target audience and how they will benefit from your session.
- Provide complete, thoughtful information to each question in the submission process.
- Share how your experience is different, innovative, and impactful.
- Explain in clear language the story you want to tell with details on examples and results.
- Educate—don't sell.

Requirements to participate

- ISV participants must be current acu-connect community sponsors at the Premium or Charter level
- VAR participants must be Acumatica certified as VARs, and content may not reference any add-on solutions/enhancements that they offer unless they meet the above ISV criteria

Expectations upon approval

- You will provide the proposed webinar description/invite content to be reviewed by the board for potential approval
- acu-connect will host the registration page and GoToWebinar event
- You will perform all reasonable efforts to drive attendance, including email and social media marketing to your networks
- acu-connect will promote the webinar to our email database and social media channels
- acu-connect will post the recording to our Recorded Webinars page (subject to approval)
- You will receive a copy of the registration report following the event

Ready to share? [Submit your proposal here.](#)