

## FREE Educational Marketing Opportunity for AARST Exhibitors and Advertisers

During 2020, every product, service or training company who has either exhibited at the International Radon Symposium, advertised on the AARST website or placed an ad in the Radon Reporter or RnBIZ will have an opportunity **to provide an AARST-hosted one or two-hour Webinar or one-hour Podcast.**

**Education-Based Marketing** means to give customers advice and knowledge without requiring anything in return. You will be establishing yourself as an authority and your prospective customers will see you as a reliable source of expertise.

### Here's how it works:

**Your company registers for a 2020 timeslot of one to two hours including:**

- the title of your presentation
- format preferred: Webinar or Podcast
- a short outline of the content
- the name of the presenter
- three quiz questions per hour

#### **AARST and/or NRPP will:**

- Review the submittal for NRPP Continuing Education (CE) approval
- Advertise your presentation to AARST Members, NRPP certified individuals, state radon programs, and other potential attendees
- Host the presentation, manage registrations and administer the quiz
- Award NRPP CE credit for each hour to attendees who pass the associated quiz
- Attendance and CE Credit will be **FREE to AARST Members**
- **CE Credits will cost \$14 per credit/hour to non-AARST members**
- Once CE is granted, it will automatically be posted in the attendee's NRPP CE Portal
- Sessions will be recorded; Sessions and quizzes will be available for on-demand downloads for two years before they expire.

#### **RULES:**

- To be scheduled for the 1<sup>st</sup> half of 2020, submittals must be received by AARST **no later than January 31<sup>st</sup>.**
- To be scheduled for the 2<sup>nd</sup> half of 2020, submittals must be received by AARST **no later than June 15<sup>th</sup>.**
  - A total of 15 Webinar slots are available between January 31<sup>st</sup> and June 30<sup>th</sup>
  - A total of 13 Webinar slots are available between July 6 and December 31<sup>st</sup>.
  - A total of 10 Podcast productions will be available for 2020.
- Timeslots will be awarded solely on a first-come, first-served basis.
- No vendor/advertiser will be granted more than one timeslot per six-month period.
- Submittals must be received by AARST **no later than 3 weeks prior** to the earliest preferred presentation date.
- The sooner you register your submittal, the sooner we can review it and schedule a presentation date.

Presentations can include information about your product or service but **MUST** be educational in nature - NOT a sales pitch. Conclusion of the session may include an invitation to events you hold, how to download a free report or e-book from your website, a complimentary, no-obligation phone consultation. (Podcasts can include a 30 second and 60 second commercial) Remember, the purpose is to build trust and establish credibility by sharing knowledge. No reference, direct or implied to competitors will be allowed.

## EXAMPLES & SUGGESTIONS

**DEVICE MANUFACTURER'S & LABS** – explain the detector technology, the analysis process, best practices of placement and retrieval, how your service or software helps track and record QC procedures, optional services, how to sell measurement services using the device, etc.

**MITIGATION FAN MANUFACTURERS** – explain which of your fans are the most appropriate for different soil types (how to choose the right fan), describe the science and principles of ASD with your fans, provide examples of situational problems your fans can solve, installation instructions, low-voltage applications, warranty information, what to include in a proposal and/or OM&M plan; how to sell mitigation services, etc.

**OTHER Rn-RELATED PRODUCT MANUFACTURERS** – describe a common problem and how the product or tool solves that problem, provide field examples, installation or usage instructions, explain the science or technology behind the product, offer sales tips to attendees and/or how to write effective proposals that include the use of your product.

**Rn-RELATED SERVICE PROVIDERS** – describe common problems and the solutions your services provide, explain how the service makes it easier to fulfill QA/QC requirements or manage business operations, how to limit liability, provide sales tips, coaching on how to attract more clients, value-adds, etc.

**Rn PRODUCT SUPPLIERS** – pick a product or tool (or several) from your catalog and feature how it benefits measurement or mitigation contractors, explain the problem(s) it solves, how to sell the benefit as an add-on feature to their clients, demonstrate in-the-field installation, usage, jobsite safety, etc.

**TRAINING PROVIDERS** – tout your expertise as you cover a timely topic, deliver a single module of one of your existing courses; a supplement or update to an existing course, etc.

## WHY CONSIDER AN EDUCATIONAL PODCAST?

Podcasting offers the opportunity for experts to easily broadcast engaging audio content, that a professional can then listen to at any time and wherever they are. One only needs to subscribe to a podcast feed and suddenly you can push educational/informative content to them, rather than wait for them to come to you. Podcasts are being utilized by schools and universities as well as businesses to engage students or potential clients. Add the opportunity to earn CE credit along with a couple of related product or service commercial spots and WOW! You can create an easier more effective way to

Learning institutions have reported positive results. This can be attributed to the ease of creating and consuming podcasts as well as the various ways in which podcasts enhance one's learning experience. Let's look:

### Educational Podcasting's Flexible Availability – 24 hours a Day

AARST will be creating a subscription app (free for members) to make access easy. In fact, iPhones come with an excellent podcast app installed by default.

Once a member has subscribed to our educational series, they won't have to initiate the download: it will be sent automatically to their app whenever a new episode is available. So, as soon as they sit down on their work truck, there's a learning resource there waiting for them.

## People Listen for Longer than They'll Watch or Read

One of the great powers of podcasting is the attention it attracts. It's tricky to encourage someone to spend an hour reading an article or watching a webinar. That's because text and video require the student's full attention – they need to sit patiently, doing just one thing – especially with the range of distractions waiting on the next browser tab.

Podcasting, on the other hand, can be done in otherwise wasted time, or alongside a routine activity. Busy professionals are far more likely to listen to consume your material if they can do it while driving in the car or getting their exercise. Because they're already engaged with a rote task, the content gets great attention. While text and video struggle to attract 2 or 3 minutes of viewing, podcasts routinely run an hour or more.

## Let AARST Take Care of Your Podcast Recording and Editing

AARST will provide you with an easy tool that makes your recording. Then staff will polish it up, add your music, your commercial and publish the episode.

Attention Certification-Prep Trainers – Consider allowing AARST to host a podcast for reference purposes when preparing themselves for their certification exam(s). Any student who had challenges understanding a topic in the classroom can listen to your session review podcasts. Those who are already certified can listen for CE credit.