



Canadian Association of Occupational Therapists
Association canadienne des ergothérapeutes

CAOT Sponsored Presentations: Proposal

CAOT is seeking proposals for one-hour “lunch and learn” style webinars from CAOT Corporate Associates that provide products and services to occupational therapists and/or to their clients. These webinars will be **pre-recorded** (with one slide dedicated to contact information) and then promoted to more than 10,000 CAOT Members and Associates. Registration cost includes one banner advertisement (image size 600 x 120) in both CAOT’s OT Weekly and Professional Development email newsletters (\$375 value). All recorded webinars will also be posted on the CAOT website for future viewing.

Pricing

The cost to offer a one-hour webinar is \$995 CDN for one language (English or French) or \$1,495 CDN for both official languages (English and French). Please note that CAOT Corporate Associate discounts do apply, therefore the pricing is:

- Premium CA level: \$696.50 for one language and \$1,046.50 for both languages
- Standard CA level: \$746.25 for one language and \$1,121.25 for both languages
- Basic CA level: \$845.75 for one language and \$1,270.75 for both languages
- Not Corporate Associate: \$995 for one language and \$1,495 for both languages

Qualification criteria

Please ensure your planned presentation would meet the qualification criteria prior to completing the proposal form:

- The products/services are from a company that is a CAOT Corporate Associate or partner.
- The learning objectives of the presentation relate to **occupational therapy scope of practice** and support the advancement of CAOT Member clinical knowledge and/or skills.
- The presentation content will include a description of the product/service as well as discuss the **practical and clinical utility** of the product/service. For example, how the features of the medical equipment model address the needs of a certain client population, client characteristic, or clinical challenge.
- The presentation content must include **at minimum one reference** to best practice guidelines, evidence and/or clinical resources.
- References to **competitor products/services are not permitted, including claims that the product/service is superior to a competitors’** in terms of quality, durability, price, or other aspect.
- General pricing information is permitted if it would be relevant to decisions regarding the practical and clinical utility of the product/service.
- All information presented must be objective and factual to the best of the presenter’s knowledge.

If your planned presentation meets the above criteria, please use the proposal form below to describe the webinar you would like to present to CAOT Members.

Proposed title of presentation

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Presenter(s)

	<i>Presenter 1</i>	<i>Presenter 2 (if applicable)</i>
Company		
Name		
Preferred pronouns <i>(optional)</i>		
Mailing address		
Email address		
Telephone number		

Presenter's biography (max 50 words per presenter)

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Why is this topic relevant for Canadian occupational therapists? (50-100 words, in sentences)

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What topics will you overview, describe or explore during the webinar? (50-100 words, in sentences)

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2-3 learning objectives that relate to occupational therapy scope of practice and support the advancement of CAOT member clinical knowledge and/or skills (i.e. After taking part in this webinar, participants will be able to state, define, recognize, identify, understand current practices in, apply, etc.)

Participants will be able to:

- 1.
- 2.
- 3.

Key references

Please indicate at least one reference to best practice guidelines, evidence and/or clinical resources to highlight that your proposal is evidence informed.

Level

Please check **the one** most appropriate level for the intended content. There is a demand for intermediate and advanced level professional development. Those outside this experience range may still participate but they are aware that the content is being targeted for the designated level of experience.

- Beginner (0-2 years of experience in this specific practice area)
- Intermediate (3-5 years of experience in this specific practice area)
- Advanced (More than 5 years of experience in this specific practice area)

Target audience

The **majority of participants are occupational therapist clinicians** and we strongly suggest that you plan your content with this target audience in mind. Other than occupational therapist clinicians, please check who this professional development activity would be appropriate for.

- | | |
|--|---|
| <input type="checkbox"/> Occupational therapist educators | <input type="checkbox"/> Physiotherapists |
| <input type="checkbox"/> Occupational therapist researchers | <input type="checkbox"/> Speech-language pathologists |
| <input type="checkbox"/> Occupational therapist assistants | <input type="checkbox"/> Dietitians |
| <input type="checkbox"/> Students in occupational therapy programs | <input type="checkbox"/> Other health professionals |
| <input type="checkbox"/> Students in OTA/PTA programs | <input type="checkbox"/> Teachers |
| <input type="checkbox"/> Other? | <input type="checkbox"/> Family members/caregivers |

Relevance for client age groups

Please check the client age group(s) that this professional development activity would be appropriate for.

- Young children (0-4 years old)
- Children (5-12 years old)
- Adolescents (13-19 years old)
- Adults (20-64 years old)
- Seniors (65+ years old)

Relevance for areas of practice

Please check the area(s) of practice that this professional development activity would be appropriate for. The examples in parentheses are intended to assist with consistency and clarity but may not represent an exhaustive list.

- Mental health (*depression, anxiety, schizophrenia, etc.*)
- Cognitive (*dementia, brain injuries, delirium, amnesia, intellectual disabilities, neurodevelopmental disorders*)
- Neurological/neuromuscular (*stroke, Parkinson's disease, spinal cord injuries, epilepsy, ALS, multiple sclerosis, etc.*)
- Musculoskeletal (*carpal tunnel syndrome, tendinitis, back pain, shoulder injuries, arthritis, fibromyalgia, bone fractures, etc.*)
- Cardiovascular and respiratory (*heart disease, arrhythmia, deep vein thrombosis, chronic obstructive pulmonary disease, asthma, cystic fibrosis*)
- Digestive/metabolic/endocrine (*dysphagia, swallowing disorders, diabetes, obesity, osteoporosis, thyroid diseases*)
- General physical health (*applies to many physical health conditions and physical health conditions not listed above such as sensory loss*)
- Vocational rehabilitation (*return to work, working with employers and/or in workplaces, optimizing work environments for physical and mental health*)
- Palliative/end-of-life care (*particular relevance for those working with clients of any age who are palliative or who need end-of-life care*)

- Health promotion and wellness (*implementing a range of social and environmental interventions including promoting health behaviours, creating supportive environments, enabling people to increase control over and to improve their health*)
- Client service management (*particular relevance for clinical practice leaders or managers*)
- Medical/legal (*particular relevance to occupational therapists who testify in court*)
- Researchers (*particular relevance to those conducting research*)
- Educators (*particular relevance to those with a primary role in providing education to post-secondary students or health care professionals*)
- Service administration (*business management, strategic planning, public relations, accounting, regulatory compliance, human resources*)

Availability

Please check the 2-3 month(s) of the year that would work best for you to present this webinar.

- | | | |
|--|--------------------------------------|---|
| <input type="checkbox"/> January 2021 | <input type="checkbox"/> May 2021 | <input type="checkbox"/> September 2021 |
| <input type="checkbox"/> February 2021 | <input type="checkbox"/> June 2021 | <input type="checkbox"/> October 2021 |
| <input type="checkbox"/> March 2021 | <input type="checkbox"/> July 2021 | <input type="checkbox"/> November 2021 |
| <input type="checkbox"/> April 2021 | <input type="checkbox"/> August 2021 | <input type="checkbox"/> December 2021 |

Recording preference

- I would prefer to do the recording with CAOT Staff (on CAOT's account).
- I would prefer to record on my own (using company account). I understand that I will need to provide a downloadable video link for CAOT Staff after the recording.

Other special requirements or comments

Please submit this completed proposal to tjolliffe@caot.ca. We aim to review proposals and provide a response within 10 business days.