

Webinar Speaker Compensation Menu

In appreciation for speaker contributions and to increase equitable access to presenting a webinar, the International Lactation Consultant Association® (ILCA®) offers webinar speakers the opportunity to select from a menu of financial compensation options and speaker recognition, marketing, and networking opportunities.

Financial Compensation

For each webinar presented, a speaker may choose **one** of the following financial compensations **or** they may choose to transfer **one** of the following financial compensations to another person for the purpose of increasing equitable access to ILCA products:

- Stipend: 100 US dollars (USD)
- Free CERPs:
 - For speakers who are ILCA members: 6 free CERPs awarded from the [Knowledge Center](#) within one year of presenting the webinar
 - For speakers who are not ILCA members: 3 free CERPs awarded from the Knowledge Center within one year of presenting the webinar
- Conference Registration: 100 USD discount. Webinar speakers receive a unique code to use when registering for the next [ILCA Conference](#).
- Membership: 100 USD credit toward the ILCA [membership](#) fee in one year within one year of presenting the webinar. When this option is selected by a speaker, no refund will be issued by ILCA and no carryover to another year is allowed, if the credit is applied to membership fees that are less than 100 USD.

Speakers may choose **one** of the above financial compensations **AND** they may select **any or all** of the recognition, marketing, and networking opportunities described below.

Recognition

- Recognition of the speaker at the Annual General Meeting at the ILCA Conference and receipt of a certificate of appreciation.
- A token of appreciation selected by ILCA staff from among ILCA's currently available promotional items.



Marketing

- A badge/website banner for use in the speaker's marketing: A branded image created for use on sidebar ad spaces indicating that the speaker has been a webinar speaker for ILCA.
- *Lactation Matters* interview: A blog post published during the marketing period for the live webinar, highlighting webinar content matter and an interview with the speaker, if the speaker desires.
- A webinar meme with a short speaker quote for ILCA and speaker marketing: The speaker will submit a quote from their presentation to be used to create a branded image for use in marketing the live webinar. Alternatively, the webinar host will choose a quote during the live session and the meme will be created and used to market the recorded webinar.
- A thank you e-postcard with quotes of positive reviews for use in the speaker's marketing. (ILCA will secure permission to share the reviews in marketing materials.)

Networking

- Membership in a group within the ILCA Connect site reserved solely for ILCA members who have provided education content to ILCA. This group will offer webinar speakers an opportunity for connecting, sharing speaker resources, and contributing ideas about future educational offerings for ILCA.