

## **Shop Talk Guidelines**

- Content must be submitted to VICA for approval as we will be getting Gold Seal accreditation.
- Minimum of 1 hour, maximum of 3 hours in length
- Must take place Monday through Friday between 7:30am and 4:30pm
- Format: virtual, in-person, or hybrid
- Content, logistics, delivery, and moderation are the responsibility of the host company.
  - o VICA will promote through social media & newsletters at no charge
  - o VICA will issue certificates of completion to attendees who are in attendance for the entirety of the session
  - o If additional support is required, VICA may provide for a sponsorship fee of \$150
- Free for members to attend; not open to the public
- In cases where VICA provides the company with registrant information, the company will treat the information as confidential and will not distribute, reuse, or sell the information provided in whole or in part. Information provided to the company in order to deliver the session must not be used to directly market to registrants. Promotion to prospective registrants may be done by both VICA, through their channels, and the company, through their channels respectively, and must not leverage the registrant information provided to the company in the delivery of the session.
- The company shall indemnify and save blameless VICA from and against all claims, losses, damages, costs and expenses related to any injury or death of a person, or loss or damage to property caused by the company or its servants or agents in carrying out the activities described in the guidelines.
- For attendees: you shall indemnify and save blameless VICA from and against all claims, losses, damages, costs and expenses related to any injury or death or a person, or loss or damage to property caused by participation in the sessions.

- While VICA pre-approves content before sessions, we do not endorse any specific company or individual or project. The opinions are of the instructor and their associated company, not VICA.
- If you are promoting Shop Talk on your company's marketing channels, please ensure that the VICA logos are included. Additionally, all marketing materials must be submitted to the VICA team for approval prior to using the company logo.

**Benefits:**

- Increase visibility for your company and projects
- Knowledge sharing and access to new ideas and technologies
- Networking with peers and potential collaborators
- Collect Gold Seal credits once you have reached 3 hours of Shop Talk, (whether that's separate one hour sessions or one 3 hour session)