

## ***The Ultra-short Race-pace Training International Association***

### **THE ORGANIZATION OF WEBINARS**

The USRPTIA attempts to keep membership costs to a minimum. However, considerable costs are involved in the growth and running of the Association (e.g., membership services, Internet presence, webinar services). Webinars are the primary source of income to cover such association costs. A number of features concerning the costs follow.

1. Presenters are paid to provide their expertise to USRPTIA Members through webinars.
2. The organization of the webinars is a paid service offered by Fresh Air Media, Inc.
3. The actual storage and provision of the webinars is provided by Vimeo (<https://vimeo.com/>) for which there is a cost.
4. For each viewing of a webinar, a portion of the cost is retained by the USRPTIA to cover its ongoing expenses.

The charge for viewing a webinar is determined by the above cost elements and initially will be US\$20.00 per view.

To access a webinar, one clicks on the link <https://vimeo.com/ondemand/usrptia> to go the main webinar page. A Member has to join Vimeo by providing an email address and a password. Once those two pieces of information are stored by Vimeo, future webinars will be opened by entering an email address and its associated Vimeo password. Then payment will need to be made through one of the payment alternatives offered. This is a pay-per-view service. That will require the use of an on-line payment service (e.g., *PayPal*) or by credit card. Once payment is verified, the webinar will be accessible. Payment forms are determined by Vimeo.

### **Restrictions**

Several important restrictions are involved with webinars.

1. Webinars cannot be recorded. Their content is the intellectual property of the presenter.
2. When a webinar is activated it can be stopped, paused, and restarted at the user's discretion. For 30 days after payment, the webinar can be stopped completely and reactivated at a later time. Multiple accesses are only available for 30 days. ***It is not possible to view a portion of a webinar and return at another time to complete the viewing if the 30-day period has elapsed.*** The pay-per-view concept is strict. Webinars can be accessed after payment is received for a viewing period of 30 days. If a Member wishes to view a webinar on multiple occasions beyond the initial 30 days, payment will need to be made for every viewing.
3. The Vimeo player allows a playback to be paused during a screening. That offers certain conveniences which make viewing more flexible than a non-interrupted continuous viewing.

4. Members are encouraged to view USRPTIA webinars in the company of other Members, athletes, or interested non-member parties. The USRPTIA actively encourages associations with interested individuals and the discussions and interactions that occur in group-audiences. It is believed that audience viewing and impromptu discussions often produce valuable learning experiences.

### **Further Considerations**

In traditional coaching and sporting organizations, the costs involved with participating in their activities are considerable. Those costs should be compared to what is required of USRPTIA Members.

1. Usually, memberships in traditional organizations involve an annual membership fee. Membership in the USRPTIA involves no membership fee.
2. Traditional associations often provide magazines or other services, the content of which is decided by administrators and which more often than not is of little to no interest to a member. In contrast, the USRPTIA allows Members to determine what is of interest to them (e.g., Members select the webinars or educational activities that interest them). This user-selection option allows Members to maximize their interests in and needs for USRPT education while minimizing costs. USRPTIA Members do not pay for content and services that are irrelevant for them.
3. The USRPTIA intends to conduct a bi-annual conference starting in its second year of function. That conference will be simple in structure. Over a period of one week, a daily pay-per-view webinar will be provided. Members will decide which conference webinar will and will not be viewed. Thus, USRPTIA Members will only pay for items of interest to them. That is very different to a traditional annual or bi-annual conference where often outrageous conference fees are required for attendance and much of the content might be irrelevant for the conference-attendee. Thus, USRPT Members only pay for relevant educational experiences that satisfy their self-determined needs.

By employing the features listed above, the costs of participating in USRPTIA educational activities will be minimized when compared to the costs involved with belonging to traditional coaching or sporting associations. The Steering Committee believes this to be an innovative and responsible stance to be taken in the conduct of USRPTIA affairs.