

# Nutrition Trends Forum Webinar Series

The Academy is now offering the opportunity to extend your reach to our Spokespeople through funding the monthly **Nutrition Trends Forum Webinar Series**.

## Sponsorship Package

- One-hour live webinar: 45-minute science-based, non-commercial presentation plus 15 minutes Q&A
  - Attendees receive one CPE credit
  - Recording shared with attendees per sponsor approval
- Five sponsor survey questions sent to attendees pre-webinar, to refine sponsor presentation content
- Pre-approved sponsor resources sent electronically to attendees, pre-webinar
- Four webinar invitations
- Post-webinar attendee evaluation including one custom sponsor question

**\$15,000**

## Benefits of Sponsorship

- Engage and gain insights from the Academy's influential group of 30 national media spokespeople and Academy leaders
- The opportunity to showcase your organization's latest research, new products, science-based resources and information on emerging consumer/nutrition trends
- Being top of mind by delivering educational content throughout the year

The **Nutrition Trends Forum Webinar Series** gives you the unique opportunity to share your science-based presentations, interactive sessions and valuable insights with this influential audience.

Learn more about the available funding packages by contacting **Daun Longshore, Director of Corporate Relations**, at **312/899-4789** or at **[dlongshore@eatright.org](mailto:dlongshore@eatright.org)**.

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## WHO ARE the Academy's Spokespeople?

The Academy's network of national spokespeople serve as the media's trusted source for accurate, timely and science-based food and nutrition information. All are registered dietitian nutritionists and are among the Academy's most visible and accomplished members. Located in the top 25 media markets across the nation, they are the news media's best resource for expert commentary, story ideas and background on the full range of food and nutrition topics. Academy Spokespeople excel in translating nutrition science into information consumers can easily understand. You'll find their knowledge and their enthusiasm to be contagious.



### Visibility

Academy spokespeople conduct well over **2,500 interviews** per year.



### Education

**Ninety percent** of Academy spokespeople hold master's degrees or higher and several hold doctorates.



### Media Experience

Becoming an Academy spokesperson requires at least two years of media experience. All spokespeople greatly exceed that minimum; some **have experience extending two decades or more.**

## RDNs are Influential

Registered dietitian nutritionists are a major influence in purchasing, recommending and specifying products and services. Members of the Academy of Nutrition and Dietetics influence their clients. Of those who responded, 76% confirmed that they "speak with groups about nutrition or food choices." The same survey points to the various interactions RDNs have with clients.

76%

of respondents confirmed that they "speak with groups about nutrition or food choices."

70%

of RDNs find that recipes are helpful to share with clients.

70%

of clients frequently ask about products and services.

63%

of RDNs speak to groups/classes about nutrition or food choices.

60%

of RDNs, if provided with coupons, would "regularly hand them out."



Over **77%** of RDNs have direct interactions with clients or patients.



About **23%** of RDNs reported managing a **median budget of \$287,000.**

About **9%** of RDNs report managing **budgets of \$500,000 or more.**