Sample: Promotional Material for External Courses

Helpful Hints

ALL Sponsors must submit a copy of their promotional materials, some examples are:

• Invitation
• Four-color brochure
• Catalog of courses
• Web site screen shots
• Postcards
• Email
• Announcement letters

Sponsor should label all required elements with the numbers below as shown in this sample:

1. Learning objectives
2. Instructional delivery methods
3. Recommended CPE credit and recommended field of study
4. Prerequisites
5. Advanced preparation
6. Program level
7. Program description
8. Course registration requirements
9. Refund policy for courses sold for a fee/cancellation policy
10. Complaint resolution policy
11. Official NASBA sponsor statement, if an approved NASBA sponsor (explaining final authority of acceptance of CPE credits)

Learning objectives can be addressed in a variety of ways from a descriptive paragraph to a bulleted list.

Prerequisites should specifically be stated. If there are none, please state this fact. Programs that are classified as intermediate, advanced or update inherently build upon a prerequisite experience or education.

Advance preparation should be specifically stated. If there is none, please state this fact.

Delivery method is based on your NASBA-approved delivery methods and should be specifically identified as either Group-Live, Group Internet-Based, Self-Study, QAS or QAS Self-Study.

If Program is FREE, stating "No Fee" would address the refund policy; however, a cancellation policy is still needed.

For Sponsors who do not wish to include specific policies on promotional material, a suggested solution is to use: For more information regarding refund, complaint and program cancellation policies, please contact our offices at xxx.xxx.xxxx.

Usage of term "complaint" can be replaced with "concerns."
Inclusion of the Registry logo is not required; however, the Official Registry Statement is a requirement.

CPActivity, LLC
Annual Training Conference
February 10-14, 2015
Orange County Convention Center, Orlando, Florida

⑦

Speakers from industry, the profession, and academia will present new ideas and invaluable information on training. With sessions on Method A & B, online learning methodologies, program diversity, and learning styles, your organization will want to be represented as participants deal with the current issues in corporate training.

At this conference, participants will: ①

- Distinguish between the goals of Method A & Method B
- Recognize the impact of online learning methods in practice
- Differentiate and classify the different learning styles of individuals
- Discover the types of programs desired by the community

Conference Policies ⑨

Refunds and Cancellations:
Requests for refunds must be received in writing by January 16, 2015, and will be subject to a $100 cancellation fee. No refunds will be granted after January 16, 2015.

For more information regarding refund, complaint and/or program cancellation policies, please contact our offices at 615.555.3526. ⑩

CPActivity, LLC is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have the final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org ⑪

Registration ⑧

Registration is available at www.cpactivity.com or by phone at 888-555-3434.
$899 for members
$999 for non-members

③

Conference participants can earn up to 20 CPE credits in Personnel/HR, Specialized Knowledge and Applications, and Social Environment of Business fields of study.

Additional Information

Prerequisites: Previous experience in developing educational programs ④

Who Should Attend? ④
HR Training Staff
Education Directors
Course Developers
Educators
CPAS working in a training capacity
Training Managers
Education Vendors

⑤

Advanced Preparation: A journal article will be sent to all participants to read before the conference
Program Level: Intermediate ⑥
Delivery Method: Group-Live

②