

Sample: Promotional Material for Internal 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 (for optional internal courses only)
7. Program description (for optional internal courses only)



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

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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, you will want to participate to learn the latest on dealing with the current issues in corporate training.

Participants will:

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- 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

To Reserve your seat Call Sharon Jones at (615) 555-3526

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

Additional Information

Prerequisites: Previous experience in developing educational programs

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Who Should Attend: HR Training Staff, Education Directors, Course Developers, Educators, CPAs working in a training capacity, Training Managers or Education Vendors.

Advanced Preparation: A journal article will be sent to all participants to read before the conference

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Delivery Method: Group-Live

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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