

Marketing includes all promotional materials or announcements. All marketing materials must include the following information OR provide a link to a landing page that includes the required information.

Exception: refer to “Save the Date” exception.

- Title, date, and location**
- Overview and/or learning objectives**
- Target audience**
- Activity agenda**
 - Include all topics with assigned presenters and / or moderators and designated times of presentations
 - Include designated daily start and adjournment times (e.g., Adjournment 4:30) and designated breaks and lunch
- Faculty listing (including course directors, moderators and speakers)**
 - Name/Credentials, Academic title (or other appropriate title), Institutional affiliation, City and State
Please note, the CCEHS is not responsible for reviewing the accuracy of faculty titles.

Accreditation and Credit Designation Statements

The CCEHS program manager assigned to this activity is responsible for providing the correct accreditation and credit designation statements.

Note: It is acceptable to include accreditation/credit designation statements/instructions for credits not awarded by CCEHS (e.g., CCM, dental, dietary). Please ensure the instructions are clear.

Instructions to register, if applicable

Registration instructions should be explicit including the following information:

- Refund/cancellation information. Sample text: “All cancellations must be sent via email, [Insert course contact email]. Cancellations received before [MM/DD/YY] will be refunded in full. After [MM/DD/YY], a [\$\$] fee will be assessed, and no refunds will be made after [MM/DD/YY].”
- How to register (e.g., link, email, etc).
- If registration is not required and/or no fee. Sample text: “Registration is complimentary and pre-registration is not required” should be used to ensure the

Logo usage

The CCEHS is not responsible for approving logo usage.

- UPMC logo(s): Use of the UPMC logo must comply with UPMC marketing standards. For additional information please contact UPMC Communication and Marketing, brandrequest@upmc.edu.
- Other logo(s): Permission for use of external logos is the responsibility of the course contact.

Sponsorships/Acknowledgements

Other sponsorships/acknowledgements must be reviewed for potential conflicts with UPMC and/or accreditation guidelines/policies.

- “Save the Date” Exception.** The “save the date” statement is a standalone statement and cannot include the full accreditation statement, the number of credits or an option to register. If an option to register is included, the registration landing page must include all of the requirements outlined above. The “save the date” statement should only be used in the following scenarios. Any other scenarios require CCEHS approval.

- In the early stages of planning when, for example, the full agenda is not available.
- As a snapshot of the credit being awarded when the full accreditation statement is included on the course landing page (e.g., Ethos or other registration system)

“Save the Date” Statement:

This activity is approved for the following credit: [insert AMA PRA Category 1 Credit™, ANCC, ACPE, and/or AAPA Category 1 CME]. **Optional:** Other health care professionals will receive a certificate of attendance confirming the number of contact hours commensurate with the extent of participation in this activity.

*CCEHS must approve any variation to the statement.