UNIVERSITY OF SASKATCHEWAN
College of Medicine
DIVISION OF CONTINUING MEDICAL EDUCATION
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Marketing Standards

Website/Agenda/Program:

- Program title; must be the exact title as approved at time of certification

- Activity learning objectives (session specific should appear on program)

- Speaker name(s) (if applicable)

- Moderator name(s) (if applicable)

- Start and end times of the certified content

- Times at which meals and breaks occur, including how these will be managed in a virtual format (if applicable)

- Location (if applicable)

- Mainpro+/MOC certification statement and/or marketing statement

- Financial support acknowledgement statement (if applicable)

- Co-development statement (if applicable)

Posters:

- Program title; must be the exact title as approved at time of certification

- Overall learning objectives

- Mainpro+/MOC certification statement

- Co-development statement (if applicable)

- Financial support acknowledgement statement (if applicable)

Social medial posts/postcards/emails/videos:

- Must have access to the above information before participants register - website link, QR code

Sponsorship Guidelines:

- No use of CFPC or Mainpro+ logos

- Sponsors can assist with marketing: sponsors cannot host a link to the activity on their website, but they can assist with promotion through email/invitations/posters. (This is considered in- kind support and must be approved by the SPC)

- If a website has a link to non-certified materials, there should be a pop-up warning to the user that this information is not a part of the Mainpro+ certified content

- Separate tab for sponsor support if logos are used (no product specific branding is allowed

- Advertisements/promotional material:
  - cannot be product specific
  - must be clearly marked as promotional
  -included at the end of the document (separate page)