

## Marketing Guidelines for Continuing Education Events

All marketing and promotional materials related to approved Continuing Education activities **must** be submitted to the Office of Continuing Education **a minimum of 2 business days prior** to distribution or printing. All communications and materials sent to the Office of Continuing Education must come from the activity coordinator.

Please email materials **in an original/editable file format** to [ce@wmed.edu](mailto:ce@wmed.edu).

### Examples of Marketing and Promotional Materials

- Emails
- Newsletters
- Brochures/Flyers
- WMed Video Boards/TV Screen announcements
- Websites
- Social Media posts

### Required Elements for Marketing and Promotional Materials

- Joint Accreditation logo
- IPCE logo, if applicable
- JA Accreditation Statement, Directly or Jointly Provided paragraph
  - Include “Credit amount subject to change.”
- Credit types
  - Example:  
Credits  
*AMA PRA Category 1 Credits*<sup>™</sup> (1.00 hours), Other Learner Attendance (1.00 hours), General Attendance (1.00 hours), Continuing Nursing Credit- ANCC (1.00 hours), IPCE Credit (1.00 hours)
  - Italicized: *AMA PRA Category 1 Credit(s)*<sup>™</sup>
  - Continuing Education hours accurately represented
- Hyperlink and/or QR code to activity page, link provided by the Office of Continuing Education
  - “For more information and credit types...”
- No content from, mention of, or logos of [ineligible companies](#)
- If RSS activity: Child activity dates being promoted must already be approved in RSS Dashboard
- If promotional material is 2+ pages in length, the following approved statement **must** be on the first page with JA logo and IPCE logo, if applicable:

CE Credit provided by Western Michigan University Homer Stryker M.D. School of Medicine

### Additional Information

- Font size: The Accreditation Statement font size may be changed but **must** be no smaller than 8-point font.
- WMed name and logo: Any use of the WMed logo or the name, Western Michigan University Homer Stryker M.D. School of Medicine (other than the approved statement above), must be submitted for approval to the Office of Communications **a minimum of 2 business days prior**. [laura.eller@wmed.edu](mailto:laura.eller@wmed.edu)



JOINTLY ACCREDITED PROVIDER™  
INTERPROFESSIONAL CONTINUING EDUCATION



IPCE CREDIT™