Chapter Events
Marketing & Communications Guidelines

The guidelines below aim to assist ACRP Chapters with managing marketing communications regarding upcoming events. If you have any questions, please contact chapters@acrpnet.org.

Promoting Contact Hour Events

- Use the Chapter Event Flyer template to capture all the necessary details about your event.
    - We strongly suggest not promoting your event until the contact hours are approved. If necessary, please indicate that the availability of contact hours is "pending review" in your communication about the event.
- Share information about your event, along with the event flyer, on your chapter's:
    - Online Community
    - Social Media pages
    - Regular member communications (e.g., chapter newsletters)

Promoting Non-Contact Hour Events

- Share information about your event on your chapter's:
    - Online Community
    - Social Media pages
    - Regular member communications (e.g., newsletters)

ACRP Global Supported Communications

For events 6 – 8 weeks out, chapters may request up to two (2) marketing communications to be sent from ACRP Global per chapter event. These communications would be sent to your local chapter members and/or ACRP members within their local area and can include:
- Event Save the Dates
- Announcements of event registration
- Reminders of event registration

ACRP Chapter Event Marketing & Communications FAQs

Q: How often can our chapter email our own local chapter members?
A: Your chapter may email its local chapter members as often as you'd like. Chapters are encouraged to email local chapter members about upcoming chapter events, local issues impacting clinical research, and any other information on programs and services offered locally. These communications should come through the Online Community website.

Q: How long does it take for events contact hours to get approved?
A: Contact hour approval times vary based on the number of pending events in queue and completeness of your chapter event application, though we aim to review and approve within 2 weeks of receipt of a complete application. Chapter event applications are reviewed in the order in which they are received. To ensure a timely review, it's important for the chapter to submit all required supporting documentation with the online application at least six (6) weeks in advance of the event.

Q: Can ACRP provide me with a mailing list of all ACRP members in my local area who do not belong to my chapter?
A: No, due to privacy guidelines that were put into place at the end of 2018.

Q: Can ACRP promote my event?
A: Yes, ACRP promotes all chapter events that offer contact hours. ACRP does offer promotional services for certain chapter events. Please find more information under the "ACRP Supported Communications" section of this document.

Q: How can a non-member register for my upcoming chapter event?
A: Non-members can have login access to the ACRP website. If the individual already has a login they should follow the same process as a chapter or global member to register for an event. If they do not, they should go to your chapter webpage, click on the event page, and follow the steps to register.

Q: How long will the event evaluation be available for attendees to complete and obtain contact hours?
A: Attendees have 30-days to complete the evaluation following a chapter event to receive contact hours. After the event, visit learning.acrpnet.org/my/. You'll need to log in to your ACRP account, using your email address. This will take you to the "My Courses Dashboard" page where you may quickly access the chapter program for which you are registered. Select your event, confirm your attendance, and take the event evaluation to receive your certificate and contact hour(s).

Q: An individual who attended my chapter event cannot locate the event evaluation; how should I assist them?
A: It's important that all attendees who wish to obtain contact hours register in advance of the event through your chapter website. By registering, the ACRP database identifies them as an attendee of your event and then displays the evaluation for their completion. If they have difficulty claiming their contact hour(s), please contact chapters@acrpnet.org.

Q: If someone forgets to complete the event evaluation after the 30-day window, can ACRP reopen the evaluation?
A: No. ACRP must follow strict standards related to accreditation requirements and continuing education units (CEUs). To be able to analyze the changes in learners, to collect data and to evaluate mission achievement and to implement changes based on this information, ACRP must obtain the most relevant and accurate attendee feedback possible. To do this, the 30-day window for evaluations was implemented to ensure valuable data is received.