

2019



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Chapter Marketing & Communications Guidelines

ACRP CHAPTER SERVICES
chapters@acrpnnet.org

Chapter Event Marketing & Communications Guidelines

The below guidelines have been put in place to assist ACRP chapters with managing marketing communications regarding upcoming programs and events. If you have any questions, please contact chapters@acrpnet.org.

Chapter Event Application Received at least	Number of Total Communications:	Audiences Marketing Options
6 or more weeks prior to the event and at least 2 weeks before the the communication is to go out	Two (2) total communications	<p><i>Each option below may <u>only</u> be used <u>once</u>.</i></p> <ul style="list-style-type: none"> • A promotional message to all current local chapter members (this means all members of the requesting Chapter) • A promotional message to all current local chapter members and ACRP members within your local chapter area (chapter must supply a list of cities within chapter area). • A promotional message to all ACRP contacts (chapter, non-chapter, and non-members) within chapter’s state <p>A promotional message to all ACRP contacts (chapter, non-chapter, and non-members) in requesting chapter state and ACRP non-chapter members within two (2) surrounding states</p>
<p><i>Any other requests for marketing communications to be sent to members that are requested earlier than 6 weeks before the event will be considered on a case-by-case basis and cannot be guaranteed to be granted.</i></p>		

ACRP Chapter Event Marketing & Communications Frequently Asked Questions (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 on 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. The months of April and September are busiest with the number of requests for Spring and Fall Symposium approvals; plan accordingly.

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: 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 and click on register, once prompted to enter their email address and password, they should select "Register" to create an ACRP profile. Once complete, they may continue with the registration process.

Q: How long will registration be available on my chapter webpage?

A: Unless otherwise noted on your chapter event application, registration will be available on your chapter webpage up to two (2) weeks post event. This allows anyone who didn't register in advance to do so and complete the event evaluation. Remember, if your chapter chooses to close registration prior to the start of the event, this will also close contact hour purchase.

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. Chapter event evaluation can be found under "My Courses" once the individual logs into their ACRP account (both members and non-members).

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. You should first check your registration list to confirm their registration. If they have registered, contact chapters@acrpnet.org. If they haven't, have them complete the registration process; the evaluation should then appear.

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.