



## 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@acrpnnet.org](mailto:chapters@acrpnnet.org)

Chapter Event Application Received at least	Number of Total Communications:	Audiences Marketing Options
6 or more weeks prior to the event	Four (4) total communications	<p style="text-align: center;"><b><i>Each option below may <u>only</u> be used <u>once</u>.</i></b></p> <ul style="list-style-type: none"> <li>• A promotional message to all current local chapter members (this means all members of the requesting Chapter)</li> <li>• 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).</li> <li>• A promotional message to all ACRP contacts (chapter, non-chapter, and non-members) within chapter's state</li> <li>• 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</li> </ul>
4 or more weeks prior to the event	Three (3) total communications	Same as above
2 or more weeks prior to the event	Two (2) total communications	<p>Same as above (<b><i>excludes this option</i></b>)</p> <ul style="list-style-type: none"> <li>• 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</li> </ul>
Under 2 weeks prior to the event	Two (2) total communications	<p>Same as above (<b><i>excludes these options</i></b>)</p> <ul style="list-style-type: none"> <li>• A promotional message to all ACRP contacts (chapter, non-chapter, and non-members) within chapter's state</li> <li>• 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</li> </ul>

## **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 upcoming chapter events, local issues impacting clinical research and any other information on programs and services offered locally. These communications should come from a generic chapter email account (i.e. Gmail) or a chapter email account created by global ACRP.

### **Q: How can my chapter obtain an acrpnet.org email account? Is there a fee?**

**A:** ACRP can provide your chapter with a unique email account using the acrpnet.org domain name at no charge to the chapter. To request an email account, email [chapters@acrpnnet.org](mailto:chapters@acrpnnet.org) and provide a suggested email address (i.e. [greatersaltlake@acrpnnet.org](mailto:greatersaltlake@acrpnnet.org)). A member of the chapters team will assist you with obtaining your email account and provide information on how to access.

### **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 que and completeness of your chapter event 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 four (4) weeks in advance of the event in order to avoid a \$125 review fee. 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:** Yes. ACRP can provide your chapter with a mailing list of all ACRP members within your state. To request the list by your local area, you must email your request along with a list of cities nearby or zip codes to [chapters@acrpnnet.org](mailto:chapters@acrpnnet.org). The list will include name and address only. ACRP will not provide email addresses for ACRP members who are not members of your local chapter.

### **Q: How can a non-member register for my upcoming chapter event?**

**A:** Non-members are able to 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 "New Visitor Registration" 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 in order to receive contact hours. Chapter event evaluation can be found under "ACRP Learning Portal" 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](mailto: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). In order 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. In order to do this, the 30-day window for evaluations was implemented to ensure valuable data is received.