

Dear APA Approved CE Sponsors,

The Office of CE Sponsor Approval (CESA) would like to share ‘lessons learnt’ about the art of advertising your CE

programs and submitting your annual report. As an approved CE sponsor, these two activities are inextricably linked.

**The Art of Advertising: Getting the Most Out of Your Promotional Materials**

- Clear, legible, typed and comprehensive materials can: (a) **promote** your CE programs; (b) ensure **compliance** with APA’s [Standards and Criteria for Approval of Sponsors of Continuing Education for Psychologists August 2015](#) and (c) **facilitate** the submission of your annual report and, in turn, **maximize** your resources.
- Participants must have access to all required elements of Standard G – including contact information.
- Formats may include: website postings, emails, posters, postcards, mailers, brochures, and handouts.

| Do:                                                                                                                                                                                                                                                                                                                               | Don't:                                                                                                                                                                                                                 |
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| <b>Ensure proper use of the Statement of Approval:-</b><br><br><i>(Organization name as listed with APA CE Sponsor Approval) is approved by the American Psychological Association to sponsor continuing education for psychologists. (Organization name as listed with APA CE Sponsor Approval) maintains responsibility for</i> | <b>...combine the Statement of Approval with other approval statements or language, OR alter the statement in any way.</b>                                                                                             |
| <b>Refer to proper terms of reference – e.g., ‘CE credit’.</b>                                                                                                                                                                                                                                                                    | <b>...refer to:-</b><br>(a) CE credit interchangeably with other approval agencies’ credits (e.g., CME), or CEUs;<br>(b) terms like ‘APA CE credited programs’ as CESA<br>does not approve individual programs; OR (c) |
| <b>Refer to the American Psychological Association.</b>                                                                                                                                                                                                                                                                           | <b>...use the APA acronym to denote credit, as there are several organizations with this acronym.</b>                                                                                                                  |
| <b>Be clear about which sessions are available for credit, including for multi-session programs/conferences.</b>                                                                                                                                                                                                                  | <b>...omit information that clarifies how much credit is available for specific sessions.</b>                                                                                                                          |
| <b>Award full credit for full attendance.</b>                                                                                                                                                                                                                                                                                     | <b>...award partial credit for partial attendance.</b>                                                                                                                                                                 |