



## MARKETING CHECKLIST

These items are required by CE-accrediting bodies on all activity announcements/flyers/brochures and web postings.  
This information is commonly referred to as the “front matter.”

Required Activity Announcements/Marketing Materials/Web Posting Items	
	Title of activity
	Date(s), and location(s) of the activity
	Recognition of AXIS Medical Education, which can be done using either: (1) This educational activity is jointly provided by AXIS Medical Education and Your Organization’s Name; or (2) Jointly Provided by {AXIS logo} and {Your logo}  (Note: AXIS will provide an image (.jpg) of the AXIS logo once the joint providership agreement is signed.)
	Statement of need/program overview
	Learning objectives
	Target audience(s) that may best benefit from participation in the activity
	Faculty name(s), credential(s), and affiliation(s)
	Disclosure of conflicts of interest on all faculty and planners/manager. These can be done in either a chart format or a paragraph format.  (Note: AXIS will provide templates for this.)
	Fees for the activity
	Cancellation/refund policy
	Schedule/timed agenda (for live activities)
	CME/CE accreditation statement(s) and credit designation statement(s), specified in contact hours  (Note: AXIS will provide this information.)
	Disclosure of unlabeled use section (if appropriate)
	Disclaimer
	Instructions to learners on how they can receive credit for participating in the activity  (Note: AXIS will provide this information.)
	Acknowledgment of any organization(s) providing financial support (commercial interest) for any component of the educational activity  (Note: AXIS will provide this information. The use of commercial supporter logos is prohibited.)
	Contact information for both AXIS and joint provider
Not Required BUT Participants Often Use This Information to Determine Whether to Participate in/Attend an Activity	
	Brief biographical sketch for each speaker/faculty member
	Photograph for each speaker/faculty member
	ADA statement (eg, “In compliance with the Americans with Disabilities Act, event staff will make every reasonable effort to accommodate your request”)



### Other Information

Some accrediting bodies (eg, NASBA, HRCI) require a logo/icon to accompany the formal CE accreditation statements

(Note: AXIS will provide these logos/icons in jpg format.)

### Additional Needs if the Activity Is Asynchronous/Enduring

Release date and expiration date

Estimated time of completion

System requirements for web-based activities