ANZAHPE Branding of Educational Events

A number of organisations have approached ANZAHPE with requests to support their educational events. In essence the request is to put the ANZAHPE logo on advertising material.

From ANZAHPE's point of view such branding has the benefit that it brings our name to the wider health professional education community.

So far these requests have been managed on a case-by-case basis. This paper sets out a proposal for managing such requests.

<u>Applications</u>
Applications will be by email to the Executive Officer and must include the following details.

1. Date and time of event
2. Event venue
3. Sponsoring organisation(s) and details of any sponsorship
4. Organiser or organising committee
5. Program outline
6. Where and when the event will be advertised and an example of advertising
7. Target audience
8. Cost of registration
9. Likely attendance
10. Method of evaluation

<u>Criteria for approval</u>

1. The event must have Health Professional Education as a major theme
2. The event needs to be linked to an appropriate organisation such as a university or professional association
3. It must be open to members of ANZAHPE
4. The method of evaluation must be appropriate for the type of event
5. The advertising of the event must include distribution to ANZAHPE members
6. There will usually be at no fewer than 21 days between the application and the event (a longer is preferred)

<u>Process of approval</u>

1. Applications in electronic format are sent to the Executive Officer of ANZAME
2. Applications are distributed to two members of CoM who are not involved in the planning or presentation of the conference
3. Responses of reviewers are sent to the EO
4. If the reviewers are in agreement (positive or negative) the organisers are notified of such by EO

5. If the reviewers disagree then branding will be rejected

<u>After the event</u>
Within three months of the event the organisers must submit a written report
of the event which details
1. An overview of the event
2. The number in attendance
3. The results of the evaluation

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