

Sample Template: Blended Learning Promotional Material for an External Audience

All sponsors must submit a copy of their promotional materials. Some examples include:

- Invitation
- Brochure
- Catalog of course
- Web site screen shots
- Postcards
- Email
- Announcement letters

When submitting the promotional materials with your application, label all required elements as shown in the following sample template:

1. Learning objectives
2. Instructional delivery method
3. Recommend CPE credit and recommended field of study
4. Prerequisites
5. Program level
6. Advance preparation
7. Program description
8. Course registration and, where applicable, attendance requirements
9. Refund policy for courses sold for a fee or cancellation policy
10. Complaint resolution policy
11. Official NASBA sponsor statement (explaining final authority of acceptance of CPE credits)

Learning objectives can be addressed in a variety of ways from a descriptive paragraph to a bulleted list.

Instructional delivery method should be specifically identified as the NASBA-approved delivery methods: Group Live, Group Internet Based, QAS Self Study, Nano Learning and Blended Learning.

Prerequisites must be specific. If there are no prerequisites, state “none” on the promotional materials. Programs classified as intermediate, advanced and update inherently build upon a prerequisite experience or education.

Advance preparation should be specifically stated. If there is none, state “none” on the promotional materials.

If the program is free of charge, then stating “No fee” would address the refund policy requirement; however, a cancellation policy is still required.

For sponsors who do not wish to include specific policies on promotional materials, a suggested solution is to use:

“For more information regarding refund, complaint and program cancellation policies, please contact our offices at xxx.xxx.xxxx.”

The term “complaint” can be replaced with “concerns.”



Promotional Materials (External)

New Manager Training

October 21-25, 2015

This five-day session is intended for all new managers to simulate certain scenarios that a new manager encounters in serving clients or prospective clients. 7

Participants will:

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- Identify key roles and elements in preparing a proposal for a prospective client.
- Identify elements required to prepare for a team planning event.
- Compile significant issues identified in simulation of the team planning event.
- Apply critical thinking to determine how to respond to circumstance presented in case scenario.

To register for this session, go to www.bestofthebest.org enter Course ID: 413521

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Participants will earn 48.0 CPE credits

Field of Study: Accounting, Auditing and Business Management & Organization

Additional Information

Prerequisites: Promotion from Senior 3 level to Manager.

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Advanced Preparation: Completion of self study program to familiarize participant with the case scenario used in training session.

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Program Level: Intermediate

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Delivery Method: Blended Learning

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Refunds and Cancellations: Requests for refunds must be received in writing by October 14, 2015 and will be subject to a cancellation fee. No refunds will be granted after October 14, 2015.

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For more information regarding refund, complaint, and/or program cancellation policies please contact our offices at 615-867-5309.

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Best of the Best is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org.

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