

# UF CME Marketing Checklist

CME Logo



Learning objectives

Begin each objective with a measurable term, such as examine, describe, identify, assess, or evaluate; avoid terms such as learn or understand. See full list of terms at <https://cme.sites.medinfo.ufl.edu/files/2017/02/Learning-Objectives.pdf>.

Target audience (who should attend)

Primary Care physicians, [specialists], Physicians Assistants and Nurse Practitioners.

Disclosure Information

**Example disclosure statement for speaker who has no relationships to disclose:**

[Speaker Name] has disclosed that s/he has no relevant financial relationships. No one else in a position to control content has any relationships to disclose.

**Example disclosure statement for speaker who has relationships to disclose:**

[Speaker Name] has disclosed that s/he receives grant support from [Company] and is a consultant for [Company]

\*\* If you have more than a few speakers, please use the [Faculty Disclosure Information Template](#).

Official CME statements

See your approval letter for the correct accreditation and credit statements.

Commercial support acknowledgement (if known at time of publication)

This activity is supported by educational grants from [company name, as specified in the Letter of Agreement or grant application]

\*\* If commercial support is unknown at time of publication, it can be disclosed at the meeting in the form of a handout.

Accommodations for Disabilities or Special Requests, Including Dietary (for live meetings)

Please notify the CME Office a minimum of ten working days prior to the conference so that adequate consideration may be given to your request. Special dietary restrictions should also be submitted in advance.

\*\* Including this information on the brochure is optional; it can be provided on the conference website or registration page.

Registration information

Include the URL for online registration

Refund policy (for live meetings)

**Sample refund policy verbiage:** A partial refund, less a \$[amount] processing fee, will be issued for written cancellations postmarked by [date]; no refunds will be given after [same date as previously listed] but substitutions, with prior notification, are permitted. Email cancellation notice to UF CME Office, [cme-mail@ufl.edu](mailto:cme-mail@ufl.edu).

\*\* Alternatively, this information can be provided on the online registration page, rather than on the printed brochure.

Cancellation policy (for live meetings)

**Sample cancellation policy verbiage:** In the unlikely event the program is cancelled, the University's responsibility is limited to a full refund of registration fees.

\*\* Alternatively, this information can be provided on the online registration page, rather than on the printed brochure.