

Promotional Materials

Promotional Materials ensure that interpreters know what to expect from a workshop before committing their time and money.

A sample of promotional materials must accompany all proposals for workshops. Promotional materials commonly take the form of a flyer, but they may also be in the form of a website, an email, or something else altogether. MassRID CMP requires that the items listed below be clearly present on all promotional materials; the style and format is at the discretion of the workshop coordinator. Workshops designed for private groups still require a sample of promotional materials.

Promotional materials should be sent to the CMP Coordinator electronically to allow for comments and possible revisions. If you have any questions, please contact the CMP Coordinator. Thank you!

All promotional materials must contain these twelve (12) items:

- Date(s) of workshop
- Time(s) of workshop
- Location (for example: City College, Boston, MA)
- The name and contact information of the Contact Person
 - This person may be the workshop coordinator, or it may be some other person
 - This person will be responsible for answering any questions that participants might have about the workshop and CEUs.
- Brief Information about the presenters
 - Include information such as name, educational background, and experience in their field of expertise
 - Information should demonstrate how they are knowledgeable about the workshop topic
- Brief description about the goals of the workshop;
 - This information should be related to the Educational Objectives on the Activity Plan Instructor Form
 - This information does NOT have to be the exact Educational Objectives copy/pasted onto the flyer
- Information about the Refund/Cancellation Policy;

- The purpose of this information is for participants to know what to expect if a cancellation occurs: will they get their money back? How will they be notified? If the participants cancel, will they get their money back?
- It is best to have the policy on the flyer. If it is not possible because of space, it is acceptable to say: **“Please contact [contact person’s name] to find out more information about the Refund/Cancellation Policy.”**
- Please describe the policy to the CMP Coordinator if it is not on the flyer.
- Target Audience
 - State for whom the workshop is intended (hearing interpreters, CDIs, educational interpreters working in elementary schools, all of the above, etc.)
- Reasonable Accommodations
 - Please consider accessibility when coordinating a workshop, including but not limited to linguistic accessibility and the physical accessibility of the location
 - If requests are made for reasonable accommodations, Continuing Education Activities should be made accessible
 - You can simply say, **“Please contact [contact person’s name] to request reasonable accommodations”**
- Non-Discrimination and Respectful Environment
 - Include a statement identifying the policies on non-discrimination and promoting an environment of mutual respect that is also free from bias. For example, “Presenters, coordinators, and participants of this educational opportunity agree to promote an environment of mutual respect, free from bias and discrimination.”
 - Please note, this statement does not preclude “difficult conversations” and aims to create environments where learning and honest dialogue can happen.
- This paragraph, or the equivalent: “MassRID is an approved RID CMP sponsor for Continuing Education Activities. This [Professional Studies, General Studies] program is offered at [#] CEUs/ACETs at the [Little/No, Some, Advanced, Teaching] Content Level.”
 - The CMP Coordinator will provide you with the information to fill in Content Area, the number of CEUs/ACETs, and the Knowledge Level
- Three (3) logos: CEU/ACET Logo, the RID logo, and the MassRID Logo
 - The CMP Coordinator will provide these logos

If you have any questions, please contact the CMP Coordinator.

Thank you!