

*Certification and Project Services 2021-2022*

<b>Core Services</b>	<b><i>What is included with this service?</i></b>
Course Certification	<p><u><i>Course Certification includes:</i></u></p> <ul style="list-style-type: none"> <li>● Review of course content for alignment with goals and intended audience</li> <li>● Review and approval of identified/selected speakers, management of formal speaker confirmation and ongoing speaker communications</li> <li>● Collection, identification, and mitigation of relevant financial relationships of all course faculty, planners, and others in control of educational content</li> <li>● Processing and awarding of credits for session completion</li> <li>● Tracking and reporting of credits for participating faculty</li> <li>● Maintaining participation and evaluation records</li> <li>● Certification of adherence to national standards for CME</li> </ul> <p><i>Standard evaluation process</i></p> <ul style="list-style-type: none"> <li>● Creation and distribution of course evaluation to all participants</li> <li>● Distribution of course evaluation reminders to all participants</li> <li>● Creation and sharing of evaluation summary report with Course Director</li> </ul> <p><i>Management of external course funding (if applicable)</i></p> <ul style="list-style-type: none"> <li>● Management of relevant grant application and reconciliation processes</li> <li>● Solicitation of exhibits to obtain financial support; Coordination and management of exhibitors/vendors</li> </ul>
Course Website and Registration Management	<p><u><i>Registration Service includes:</i></u></p> <ul style="list-style-type: none"> <li>● Creation and maintenance of course registration site on: <a href="http://cme-learning.brown.edu">cme-learning.brown.edu</a></li> <li>● Processing and monitoring of all registrations, other related payments and refunds through secure online payment system</li> <li>● Communication of registration confirmations, course reminders, and course details to registrants</li> <li>● Preparation and sharing of pre-registration and final participation report with Course Director</li> </ul>
Marketing & Promotion (Level 1)	<p><u><i>Marketing &amp; Promotion Service (Level 1) includes:</i></u></p> <ul style="list-style-type: none"> <li>● Creation of marketing materials (flyer/brochure, course website, posters, signage)</li> <li>● Email outreach to appropriate local/regional/national community to promote activity</li> </ul>
Project Management & Event Support (Live In-Person Events)	<p><u><i>Project Management &amp; Event Support Services include:</i></u></p> <ul style="list-style-type: none"> <li>● Selection of course site</li> <li>● Negotiation of contract with site</li> <li>● Securing of hotel room block for participants</li> <li>● Assistance with hotel accommodations for visiting speakers</li> <li>● Planning of catering, audio-visual, parking, security, set-up, and other services</li> </ul>

	<ul style="list-style-type: none"> <li>● On-site coordination &amp; oversight on day of course</li> <li>● Preparation of course materials such as registration lists, name badges, handouts/agenda, etc.</li> </ul>
<p>Project Management &amp; Event Support <i>(Live Virtual Events)</i></p>	<p><u><i>Project Management &amp; Event Support Services include:</i></u></p> <ul style="list-style-type: none"> <li>● Identification of virtual meeting platform</li> <li>● Creation of virtual meeting room and link</li> <li>● Event Production to include but not limited to: <ul style="list-style-type: none"> <li>● Pre-event: scheduling, recording, editing, media file management</li> <li>● Real-time: playback of content, management of breakout rooms, faculty and participants, trouble-shooting connectivity issues</li> </ul> </li> <li>● Engagement of external support if needed</li> </ul>

<b>Additional Available Services</b>	<b><i>What is included with this service?</i></b>
<p>Marketing &amp; Promotion <i>(Level 2)</i></p>	<p><u><i>Marketing &amp; Promotion Service (Level 2) includes all Level 1 services, plus:</i></u></p> <ul style="list-style-type: none"> <li>● Email outreach to additional audience via external List companies</li> <li>● Promotional mailings and advertisements in professional journals and websites</li> </ul>
<p>Financial Administration</p>	<p><u><i>Financial Administration Service includes:</i></u></p> <ul style="list-style-type: none"> <li>● Development of an estimated course budget</li> <li>● Management of all course income such as registration fees, grants, other</li> <li>● Processing of all course expenses including speaker honoraria &amp; travel reimbursement</li> <li>● Preparation and sharing of final course financial statement with Course Director</li> </ul>
<p>Project Management &amp; Event Support <i>(Recorded Enduring Activities)</i></p>	<p><u><i>Project Management &amp; Event Support Services include:</i></u></p> <ul style="list-style-type: none"> <li>● Recording, editing, and posting event recordings</li> <li>● Hosting of recording on our web-based platform: <a href="http://cme-learning.brown.edu">cme-learning.brown.edu</a> (duration of one calendar year)</li> <li>● Maintaining participation and evaluation records</li> <li>● Preparation and sharing of final participation report with Course Director</li> </ul>