AuSPEN Guidelines for advertising activities

2017

AuSPEN Marketing and Communication committee will oversee the advertising and communication of events and advertising material distributed to members and the broader Australasian professional community. This may include AuSPEN and other professional societies with nutrition-related activities that are aligned with the aims and strategic goals of AuSPEN, and are not-for-profit. AuSPEN does not write advertising and marketing material for non-AuSPEN activities. All information must be supplied to AuSPEN and may be subject to modification by AuSPEN if required.

Activities in this document are the only options available as at 11/8/17

Advertising and promotion of educational activities

AuSPEN may advertise educational activities organised by other professional societies and groups who run nutrition-related activities with a clinical nutrition and/or enteral or parenteral nutrition content, and reflect the aims of AuSPEN. Approved activities can be advertised on the Society website and emailed to members. This is a service to members and such advertising does not constitute endorsement or mandating of any such events or courses. Promotional material is to be provided to AuSPEN. AuSPEN’s logo will not be used on the provided material.

Events and educational activities must reflect AuSPEN aims:

- encourage knowledge enhancement and professional competence in the field of nutrition support
- promote an evidence-based approach to nutrition in clinical practice
- encourage membership involvement in research and its dissemination
- provide clinical nutrition expertise in an advisory capacity to Government bodies, other nutrition organisations and health professionals
- act as an advocate for patients requiring nutritional support
Approval for advertising educational events will be made by the Education and Marketing and Communication Committees.

Educational events will be promoted and advertised to members as follows:
1. External professional group to provide appropriate advertising material including hyperlink or details on how to register for the event
2. Email notification to AuSPEN members
3. Event will be advertised on AuSPEN website under Other Events and removed when event completed

AuSPEN endorsement of educational activities:

AuSPEN may endorse educational activities from other societies and professional groups that have specific clinical nutrition and/or enteral/parenteral content and reflects the above aims of the Society.

Endorsement of an education activity by AuSPEN requires Education Committee approval then AuSPEN Council approval, and will include AuSPEN logo on the approved marketing material.

Endorsed educational events will be promoted and circulated to members as follow:
1. External professional group to provide appropriate advertising material to AuSPEN Education Committee and Secretariat, including hyperlink or details on how to register for the event
2. AuSPEN logo will be added to marketing material by Secretariat
3. Email notification of event to members
4. Event will be advertised on AuSPEN website under Events
5. Reminders of upcoming event registration will be advertised through News on AuSPEN website and social media platforms, and member email

Advertising and distribution of nutrition-related information:

AuSPEN supports distribution of nutrition-related information through advertising opportunities and/or information to members on a variety of activities, resources and products.

AuSPEN will consider advertisements in the form of display of sponsor’s logos, commercial advertisements on the website, promotion of educational activities and relevant job vacancies.

Requests to advertise or distribute information to AuSPEN members must be formally made to AuSPEN Secretary (admin@auspen.org.au), including a relevant flier, program, website hyperlink and written advertising content. AuSPEN Secretary will forward advertising requests onto the relevant AuSPEN sub-committee chair for approval.
Approved advertising material will be promoted and circulated to members as follow;

1. Email notification to members
2. Advertisement will be placed on AuSPEN website in News feed

**Reciprocal advertising opportunities**

AuSPEN seeks opportunities to develop working relationships with other societies and professional groups who have specific interests in promoting clinical nutrition through professional practice, scientific research and consumer engagement. Any society or professional group whom approaches AuSPEN to advertise their activities that reflect the aims of AuSPEN will be asked to reciprocate future advertising opportunities for AuSPEN.

For example, if a society asks AuSPEN to advertise their relevant scientific meeting on AuSPEN calendar of events, AuSPEN will request the same advertising opportunity is reciprocated for AuSPEN’s next scientific meeting.

The only methods of AuSPEN advertisements include the AuSPEN calendar (on website) and via membership email. If advertisements are emailed to members it will be included in the regular AuSPEN member email.

If you would like your professional group or society approved for reciprocal advertising opportunities, please contact AuSPEN Marketing and Communication Committee via admin@auspen.org.au

**Distribution of Surveys:**

AuSPEN may facilitate member requests for the advertising and/or distribution of surveys, subject to the approval by AuSPEN Council. The scope of surveys must be relevant to AuSPEN members, the aims of the society and not-for-profit.

Where AuSPEN agrees to distribute a survey, the AuSPEN name must not be used or associated with the content of the survey, results or publicity as a result of the survey. AuSPEN does not distribute market research surveys to members.

Requests to distribute surveys to AuSPEN members must be formally made to AuSPEN Secretary (admin@auspen.org.au), including background information, any ethics approval, copy of survey and survey hyperlink, and written advertising content. The Primary Investigator of research surveys must be the person who requests distribution of surveys. AuSPEN Secretary will forward onto the relevant AuSPEN sub-committee chair for approval if required. AuSPEN members will not independently email surveys to AuSPEN members.
Information about Approved surveys will be distributed to members as follow;

1. Approved surveys will contain the following statement – “This survey has been approved for distribution but not specifically endorsed by AuSPEN”.
2. AuSPEN Marketing & Communication Committee in conjunction with Secretariat will distribute the survey to members
3. Email notification will be sent to members including survey hyperlink
4. Survey hyperlink will be available to members on website under News

After the survey is complete, a copy of the results of the survey and any an outline of any research arising from the survey must be sent to the AuSPEN Secretary to provide feedback to AuSPEN Council and members.

Application Process:

All applications need to be formally made to the AuSPEN Secretary (admin@auspen.org.au) to be considered for approval.

- Applications should include the following:
  - Activity marketing information and including website or survey hyperlink, flier and key information
  - A description of how the materials reflect the aims of AuSPEN
  - Key contact person and contact details
  - Details regarding purpose of the survey and how results intend to be available to AuSPEN members
  - Investigators/ Organisation / Company initiating research / advertising material

The AuSPEN Secretary will ensure:

1. Applications will be forwarded to the Education Committee for considered approval.
2. Applications for distribution of surveys/facilitation of research will be forwarded to the Scientific Committee for considered approval.
3. Applications for advertising will be forwarded to the Marketing and Communication Committee for approval

Any applications requiring AuSPEN Council approval will be emailed by sub-committee chair to Council for approval.