

## Planning Institute of British Columbia (PIBC)

### **Guidelines, Terms and Conditions for the Submissions & Evaluations of External Learning Activities / Events for PIBC's Online Events Calendar and for Continuous Professional Learning (CPL) Credit Approval, Including Use of the PIBC CPL Eligibility Logo**

PIBC will receive submissions of external (third-party) learning activities and events for inclusion on the PIBC website's online Events Calendar (and inclusion in the PIBC e-News electronic newsletter), as well as for review and approval of such activities/events for eligibility for PIBC Continuous Professional Learning (CPL) credit (learning units) for PIBC members. Such approved CPL eligibility can be promoted/communicated by the external (third-party submitter), including use of the PIBC CPL Eligibility logo, subject to these guidelines, terms and conditions.

#### **Overview of the Online Events Calendar & CPL Approval Submission Process:**

**Step 1:** Submitter submits all event/activity information online through the PIBC website using the online event submission form. Online form is received by PIBC.

**Step 2:** Event / activity submission is initially reviewed by PIBC communications staff for appropriateness, ensuring complete information received, etc. Confirms with PIBC CPL staff any potential conflicts with PIBC scheduled events and, if applicable, confirms CPL eligibility and CPL Learning Units (LUs), including approval to use CPL Logo and promotional text. In some cases, **PIBC reserves the right to limit amplification and additional promotion for any events / activities** that are scheduled to directly conflict or overlap (in whole or in part) with existing internal PIBC events / activities.

**Step 3:** PIBC administration follows up with submitter to confirm and process payment for applicable event posting fee(s) or confirms existing annual event posting subscription if applicable. Notifies PIBC communication staff once payment is complete.

**Step 4:** PIBC communications staff complete publication of event to online events calendar (with updated CPL logo and text as applicable) and add to next available PIBC e-News email newsletter.

#### **Detailed Guidelines, Terms & Conditions:**

- Submitters must input all their event / activity information via the PIBC website online event submission form, as either a one-time event posting client, or annual event posting subscriber. Submitters are strongly encouraged to include sufficient, clear information in their posting to allow us to understand the nature of their event, the topic(s) and learning(s) expected to be covered, and the source of the learning (i.e. speaker or presenter info. etc.), and the specific timing & schedule details for the event / activity (including info. on breaks etc.) - so that we can adequately assess their event/activity and determine applicable Learning Units (LUs) based on contact hours of active learning (calculated to the nearest quarter hour or 0.25 LU).

- Submitters should submit their information *at least 15 days* (and *preferably 30 days*) prior to their scheduled event / activity. **PIBC requires at least 3 business days from the time of submission**, to confirm payment (if required) and review for CPL approval (for use of the CPL logo, applicable LUs, etc.) if required.
- Following submission, review, and approval, PIBC will provide standard template wording / text that can be used in any printed promotions or other text-based materials to denote the PIBC CPL approval along with use of the CPL logo.
- Approval for CPL and use of the CPL logo (and the related approval text) would be **limited and restricted for use only for the specific event / activity submitted and could not be used of any other event / activity**. Subsequent or additional events / activities would need to be submitted and reviewed *separately*. Additionally, if the submitter significantly changes or updates the content or nature of the event, it would no longer be eligible and *would need to be re-reviewed* based on the new or updated information.
- PIBC reserves the right to refuse any event / activity for any reason, including any determination that an event / activity does not, in PIBC's sole determination, represent an event / activity that would be relevant to or appropriate for PIBC's membership or the wider planning community that PIBC's event listings and online calendar are aimed at (i.e. PIBC will exclude irrelevant events / activities that are not reasonably related or relevant to planning and professional planners). This includes the exclusion of any submissions that are purely or primarily commercial, promotional, or advertising in nature.
- In some cases, **PIBC reserves the right to limit amplification and additional promotion** (i.e. via PIBC's e-News, social media amplification, etc.) for any events / activities that are scheduled to directly conflict or overlap (in whole or in part) with existing internal PIBC events / activities (i.e. PIBC conferences, webinars, local chapter events in the same location or region, etc.).
- Submitters have the option of submitting and paying for events / activities to be simply listed on the online events calendar and promoted, *without seeking* PIBC review & approval for CPL (at their discretion). **Submitters must specifically opt in and request the additional step of having their event / activity reviewed for CPL and LUs and use of the CPL logo** (i.e. this would not be automatic for any / every submission).
- Any inappropriate use or misuse of the CPL logo, or misuse or misrepresentation of PIBC CPL approval by submitters would result in removal of any event / activity listings, cancellation of any event posting subscription and prohibition from any and all future postings with PIBC.

Date: February 2022