



Opportunities for Collaboration in Education
Co-Marketed/Joint-Sponsored Educational Events
Policy/Information Sheet



The Ohio Psychiatric Physicians Association (OPPA), and its Foundation (OPPF), welcomes the opportunity to explore mutually beneficial co-marketing/joint-sponsored arrangements with outside organizations that provide quality educational events targeted to psychiatrists, other medical doctors and other mental health professionals.

Through collaboration, we all benefit:

- **Your organization benefits** from increased name recognition, increased participation, and in some cases, increased revenue.
- **Our organizations benefit** from increased name recognition, visibility to new audiences, opportunities for new members, and in some cases, non-dues revenue.
- **Psychiatrists, other physicians and other mental health professionals benefit** from the opportunity to participate in quality, relevant, and cost-effective continuing education.

The OPPA and its Foundation welcome the opportunity to discuss various options for co-marketing your education program/event. We have identified three options that are designed to fit most needs:

OPTION 1

\$750 per event

- Use of the OPPA and/or OPPF logos on mutually agreeable promotional materials;
- Announcement of your program in OPPA weekly electronic member publication, *e-Insight Update* (one time prior to event – date to be determined); and
- Half-page camera-ready display ad announcing your program in the quarterly OPPA publication, *Insight Matters* (one time)

The OPPA/OPPF requests the opportunity to exhibit at your educational event/program at no charge

OPTION 2

\$1,200 per event

Everything listed under option 1*, plus:

- Letter or personal message from the OPPA or OPPF president, that you can use on your letterhead or other mutually agreeable promotional materials, encouraging psychiatrists to attend your program, which you can use to mail to your selected audience;
- Identification of your program on the OPPA website with a link to your site for additional information and to register;
- Distribution of your promotional materials to local OPPA chapter meetings.
- Full-page display ad instead of half-page and two announcements in electronic newsletter

The OPPA/OPPF requests the opportunity to exhibit at your educational event/program at no charge

OPTION 3 – Split of revenue after expenses – specifics to be negotiated and agreed upon by all parties.

For some educational programs, depending upon the needs of the group developing the content and the needs/plans of the OPPA to develop a similar program, there may be an opportunity to jointly present the educational event where the OPPA takes a much more active role in the planning, promotion, implementation and evaluation of the program. Costs associated with this option are based on a split of the net revenue (from participant registration fees, unrestricted educational grants and exhibit fees) after all hard dollar expenses have been allocated.

Because each opportunity under Option 3 will likely be unique, decisions related to the responsibilities of each party will be mutually agreed upon by each party and the split of revenue will be determined based upon the scope and overall budget of the educational event.

Following is a list of the more common shared responsibilities on the part of the OPPA and outside organizations for this type of collaboration of co-marketed educational events, the costs for which can be calculated on an as-needed basis, or included as part of the overall costs before the split of revenue:

- Assist in the planning of the educational event, including development of learning objectives, selection of speakers and identification of target audiences
- Assist in selecting and securing meeting space (for live meetings) and appropriate medium for distance learning formats (audioconference, Web-based modules, etc.)
- Provide a letter from the OPPA president, on OPPA letterhead, inviting and encouraging members to attend the program, which you can use to mail to your selected audience
- Announce the program regularly in OPPA publications, including *Insight Matters* and *e-Insight Update*
- Identify your program on the OPPA Web site with a link to your site for additional information
- Provide opportunities for blast e-mail and fax announcements
- Handle all speaker sleeping room reservations, food and beverage, AV, etc.
- Develop promotional materials with your input
- Promote meetings through a variety of formats
- Process registrations, including the processing of payments, preparing/ mailing confirmations, preparing name badges, sign-in sheets, etc.
- Submit program content for approval of continuing education credit
- Prepare speaker presentation slides in a standardized PowerPoint format
- Prepare and reproduce meeting materials in a standardized format
- Coordinate on-site meeting details, including on-site registrations, food/beverage, A/V set-up, etc.
- Prepare budget and process/pay all invoices, keeping detailed income and expense records
- Develop evaluation methodologies with your input
- Tabulate evaluation results and prepare thank you letters for speakers
- OPPA is provided with exhibit space at no charge

Please note that the co-marketing of any educational program under any of the above options will be reviewed by the OPPA Program & Continuing Education Committee and approved by the OPPA Council to ensure that the education being presented maintains the OPPA and its Foundation's high standards for quality and that the program is supportive of our mission and overall strategic goals.

Approved by the OPPA Council, Jan. 2005

Approved by the OPPF Board, Oct. 2011