

PEAK Program – Chapter Event Advertising	Date of Policy: November 16, 2018
	Approved by: Council
	Review Date: November 2021

Policy Statement	Chapter event advertising and promotional materials cannot claim or suggest that the event qualifies for PEAK credits or that attendees will be eligible for PEAK hours.
Purpose	The PEAK Program – Chapter Event Advertising policy clarifies restrictions on advertising and promoting chapter events intended as continuing knowledge activities.
Application and Scope	This policy sets out requirement for PEO chapter executives to review and ensure that chapter event advertising and promotional materials do not suggest that specific continuing knowledge activities have been accredited by PEO as PEAK compliant educational offerings.
Definitions	<p>Chapter event – refers to any event organized by a PEO chapter.</p> <p>Monitoring of content – refers to the regular review of advertising and promotional content related to Chapter events.</p>
Policy specific issues or considerations	<p>The PEAK program recognizes continuing knowledge activities that are learning sessions with technical knowledge and focus on maintaining or enhancing engineering competence. PEO provides guidance on the three types of continuing knowledge activities that can be reported to the PEAK program.</p> <p>PEO does not validate specific continuing knowledge activities or endorse activity providers as being eligible for the PEAK program. Practising licence holders are asked to determine their own needs based on their practice and pursue relevant continuing knowledge opportunities, then report these activity hours to PEO using the online reporting tool in their Member Portal account.</p>

	<p>This item explains that certain chapter-organized events can count towards a PEO licence holder’s PEAK activity hours. The licence holder makes this determination and they choose whether to count the event.</p> <p>Advertising and promotional material for chapter events shall not state or suggest that PEO or the PEAK program has endorsed, accredited, evaluated or authorized the event as a continuing knowledge activity or that the event is PEAK applicable.</p> <p>Advertising and promotional materials for chapter events shall not claim that the event qualifies for PEAK credits or that attendees will be eligible for PEAK hours.</p> <p>Promotional materials for chapter events should include this disclaimer:</p> <p>Each licence holder should determine whether this event is relevant to their practice. Only practice relevant activities are appropriate for PEAK continuing knowledge hours. Participation in the PEAK program and completing the recommended hours is voluntary.</p>
Procedures	<p>The chapter chair, or delegated chapter volunteer, shall review all event advertising and promotional material to ensure PEAK related references are in compliance with this policy.</p> <p>When the Manager, Chapters finds any chapter advertising that fails to comply with this policy, the Manager shall notify the chapter chair. The chapter chair shall halt the non-compliant advertising and shall, if necessary, distribute correction notices.</p>
Other Policies	N/A
Responsibility	<p>The Manager, Chapter shall monitor chapter event advertising to ensure that it complies with this policy.</p> <p>Chapter chairs have primary responsibility for implementation of this policy.</p> <p>Chairs shall ensure that all chapter volunteers advertising or promoting chapter events are aware of, and comply with, this policy.</p>