



Sample Brochure

This is a basic sample of what to include in your program materials (e.g. brochure, program, handbook, website, etc.). The below sample was designed with a conference brochure in mind, but the basic elements would be the same regardless of what type of document(s) your program/event will use.

If you choose to use this as a template, please be sure to edit it carefully. The yellow-highlighted elements require editing (either information needs to be inserted, or options must be chosen), and the side notes in red are intended to highlight specific elements required for accreditation. You may also choose to update/re-format other parts of this brochure.

Please remove anything that doesn't pertain to your program (including this header).

NOTE: This sample is not intended to limit your creative freedom for the formatting of your event's program materials. As long as the required information is included and made available to the participants, and none of the elements violate the National Standard, the format is very flexible.

[Insert physician organization or program/event logo(s)]

[Insert Official Event Title]

[Insert Event Date(s)]

[Insert Event Location]

NOTE: The event title must match the official title provided in the accreditation application form, and must align with the certificate and any other official documents.

[Insert blurb about the program or other information participants should know (e.g., themes, welcome message, intent of the program, EDIA/accessibility information, etc.).]

After attending this [program/event/activity/conference/etc.], participants should be able to:

- [List overall program learning objectives] (CanMEDS: [insert the applicable CanMEDS roles])

Agenda

[Insert an agenda/schedule of events here. A sample is below.]

0800 – 0815	Opening Remarks and Introductions	Chair Name
0815 – 0915	Activity Title 45 min presentation and 15 min Q&A After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Speaker Name
0915 – 1015	Activity Title 45 min presentation and 15 min Q&A After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Speaker Name
1015 – 1030	Break	
1030 – 1200	Workshop Title 15 min presentation and 1.25 hr interactive workshop After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Facilitator Name
1200 – 1300	Lunch	
1300 – 1400	Poster Presentations 15 min per speaker (5 min Q&A each) After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Moderator Name
	Title	Speaker Name
	Title	Speaker Name

NOTE: Objectives are required for the overall program as a whole **and** for each session/activity.

The applicable CanMEDS role(s) must be indicated for both the overall and session-specific learning objectives.

NOTE: The time for unaccredited non-CPD activities (e.g. opening/closing remarks, breaks, meals, evaluations, committee meetings, etc.) must be clearly separated, so we can get an accurate count of the accredited, educational time.

Unaccredited CPD activities (e.g. sponsored presentations) must be listed in a separate tab/section/document entirely.

NOTE: The time allocated to interactive learning must be noted within the agenda, so we can confirm that the program meets the 25% minimum.

	Title	Speaker Name
	Title	Speaker Name
1400 – 1300	Keynote Presentation 45 min presentation and 15 min Q&A After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Speaker Name
1500 – 1515	Break	
1515 – 1615	Panel 15 min speaker statements and 45 min Q&A After attending this activity, participants should be able to: • Learning objectives (CanMEDS)	Moderator Name Panelist Names
1615 – 1630	Closing Remarks	Chair Name

Speakers

Speakers have been asked to disclose to the audience any involvement with industry or other organizations that may potentially influence the presentation of the educational material.

[Insert Speaker Name] [Insert Speaker Bio]

[Insert Speaker Name] [Insert Speaker Bio]

[Insert Speaker Name] [Insert Speaker Bio]

Planning Committee

Thank you to our planning committee members:

- [Insert list of SPC members names and titles]

Evaluations

We would appreciate your feedback! Providing feedback on the activity allows us to better plan future activities and meet your learning needs.

Additionally, to track attendance and receive a certificate for this event, you must at least complete the first part of the evaluation.

Please note: CME certificates will be sent to attendees via the email address provided during registration. They should arrive within two weeks of the conference end date. Be sure to check your spam/junk mail folders as they may arrive there

You can complete the evaluation survey at [\[insert evaluation link/QR code\]](#).

NOTE: Participants **are not** required to complete evaluations to receive CME credits. However, the evaluations are a common tool used to track attendance. As long as participants are notified about this requirement, that is acceptable.

Credits



DALHOUSIE
UNIVERSITY

CONTINUING PROFESSIONAL
DEVELOPMENT &
MEDICAL EDUCATION

Educationally approved by Dalhousie University Continuing Professional Development and Medical Education.

This activity meets the certification criteria of the College of Family Physicians of Canada and has been certified by Dalhousie University Continuing Professional Development and Medical Education for up to **XXX** Mainpro+® [\[Certified Activity AND/OR Certified Assessment Activity\]](#) credits.

This activity is an Accredited [\[Group Learning/Self-Assessment/Simulation\]](#) Activity (Section [\[1/3\]](#)) as defined by the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada, and approved by Dalhousie University Continuing Professional Development and Medical Education. You may claim a maximum of **XXX** hours (credits are automatically calculated).

NOTE: Programs **may not** be advertised as accredited until the application is approved and we issue the accreditation letter.

NOTE: The accreditation letter will provide the final credit hour and approval statements. These must be included in the final draft along with our logo.

The statement headers from the accreditation letter are not required.

Sponsors

This program has received an educational grant or in-kind support from:

Platinum

[Insert sponsor names/logos]

Gold

[Insert sponsor names/logos]

Silver

[Insert sponsor names/logos]

Bronze

[Insert sponsor names/logos]

NOTE: For multi-page brochures or if logos are being used, the sponsor acknowledgements must be on a separate page/spread from the rest of the materials (at the back).

NOTE: The standard acknowledgement statement from the National Standard **and** the CMA statement must be included.

NOTE: The sponsor names (or names within the logos) should be the same size as the rest of the body text.

In keeping with CMA Guidelines, program content and selection of speakers are the responsibility of the planning committee. Support is directed toward the costs of the course and not to individual speakers through an unrestricted educational grant.