

## External event marketing policy

Updated October 2024 and endorsed by the Education Resources Committee

The RCEM Events Team can publish external events not run by the College on this page of the RCEM website: <https://rcem.ac.uk/external-events/>

To be published on this page, external event organisers should email [events@rcem.ac.uk](mailto:events@rcem.ac.uk) with the following information:

- Event name
- Date
- Venue
- Event summary
- Registration link
- Price information (optional)
- Image for thumbnail (.Jpg 570x300px)

The event will then be published online within 5-working days.

Before publication, please note:

- If the event date clashes with an RCEM event it will not be published online
- Publishing the event online does not constitute an endorsement or recommendation from RCEM, nor does it constitute RCEM CPD accreditation
- Publishing the event online does not mean the event has permission to use RCEM branding, and only events delivered by RCEM can use the College's branding

In return for publishing an event on the RCEM website, it is requested that the external event organisers promote an RCEM event. This could be via:

- A post on their own website (preferred option)
- An email to their network or attendees
- A social media post

Information about the relevant RCEM event will be sent via email.

The College is unable to:

- Promote external events / or events not led or organised by the College Events team via any College newsletter or email

- Share membership data with anyone, including any external events provider or those running an event on behalf of the College if the events team is not actively involved in its delivery
- Promote external events via any College social media channel

The Friends of RCEM scheme provides options for individuals or organisations wishing to feature in articles in the College newsletter or College social media posts, depending on their support level. More information about Friends of RCEM is online here: <https://rcem.ac.uk/friends-of-rcem/>

Events run by national or government agencies may be published in the College's newsletter, at the Head of Communications' discretion, if judged to be useful to the majority of College members, or highlighting Executive Committee members speaking at them.