

COURSE CONTENT DISCLOSURE

Although course attendees may want to learn more about new products and techniques, they do not want to attend an “infomercial,” and Providers must ensure that sales and promotion are not included in course content.

What It Looks Like

There is no specific language that must be included in content disclosures. Here are some examples of how these disclosures may be stated:

This presentation will focus exclusively on (insert name of product or service) and will not include information on other similar or related (insert product or service).

This course will discuss (insert name of product or service) with limited to no information about like products or services.

When It Happens

The content disclosure should be clearly communicated to learners prior to learner enrollment. The content disclosure may appear on:

- Promotional materials
- Registration materials
- Materials distributed prior to the course
- Session descriptions