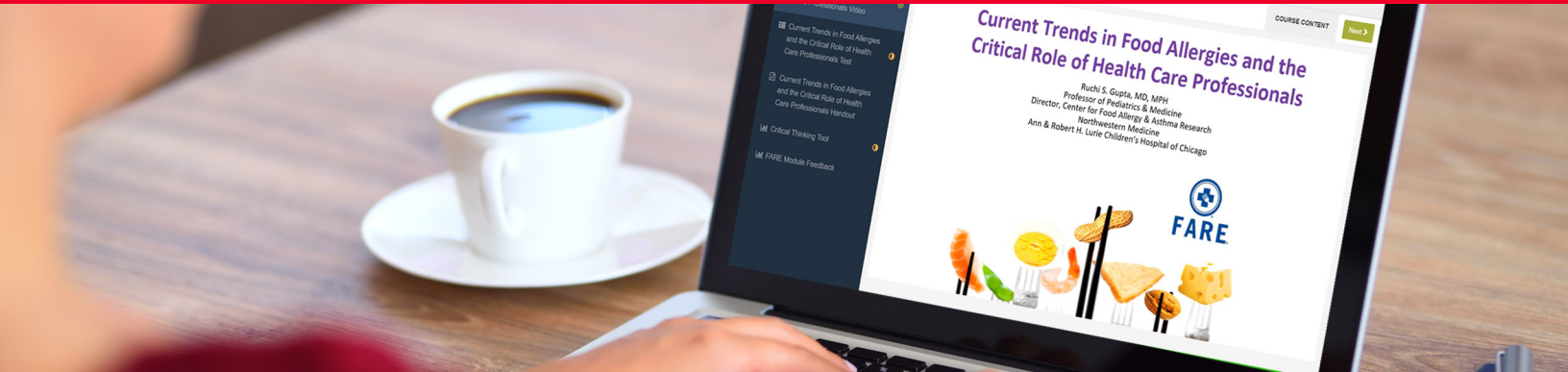# CPE On-Demand

Reach Nutrition Professionals with Science-based Information

92% of users rate education in the program of high quality, with **85%** likely to recommend a module to other users

– Module feedback survey

Average module enrollment: **7,786** Academy members

"The CPE On-Demand Program was the ideal way to bring relevant, scientific content to a large audience. We had so many enrollments in the first month and so much support from the team."

Denisse Colindres, Nutrition Communication Manager, Beneo

CPE On-Demand Funder

The Academy's very popular CPE On-Demand program offers members free and discounted CPE education activities, provided by funders. Distance learning is the #1 rated member benefit*. This program offers funders **three** opportunities to educate and connect with influential Academy members.

CPE On-Demand Custom Module

Work collaboratively with the Academy team to create a **custom Self-Study module**, providing free CPE to Academy members seeking on-demand education:

- Expert speakers of your selection
- Content review and feedback
- Assistance, if needed, with CDR accreditation requirements
- Inclusion on eatrightSTORE member website

Recognition and engagement:

- Funder name, website and contact information included at close of presentation
- Participant survey (optional) included at close of self-study module
- Quarterly metrics on enrollment and survey data
- Post-debut funder-provided email sent on your behalf to CPE On-Demand opt-in subscriber list

Marketing Campaign:

- Debut email announcement to dedicated CPE On-Demand audience
- Promotion in Academy member *Eat Right Weekly* email, Nutrition and Dietetics SmartBrief, and Academy DPG/MIG, Affiliate and Committee Chairs bulletin
- Quarterly inclusion in the CPE-On Demand Spotlight e-newsletter, plus additional promotion through Academy member communications

$18,000 plus speaker fees**

**Distance learning (on-demand educational modules) is the #1 rated member benefit
Source: 2020 Post CPE On-Demand module evaluation*

**Speaker fees are the responsibility of the funder and are paid directly to speaker(s)

CPE On-Demand Listing

Do you have an existing recorded webinar with approved CPE relevant to food and nutrition professionals? If Academy criteria*** is met, join CPE On-Demand to reach the entire Academy membership.

- Inclusion on the eatrightSTORE member website

Marketing Campaign:

- Debut email announcement to dedicated CPE On-Demand audience
- Promotion in Academy member *Eat Right Weekly* email, Nutrition and Dietetics SmartBrief, and Academy DPG/MIG, Affiliate and Committee Chairs bulletin
- Quarterly inclusion in the CPE-On Demand Spotlight e-newsletter, plus additional promotion through Academy member communications

$10,000

CPE On-Demand List Access

Share your CPE-accredited*** activity or education program with this highly-engaged audience, all of whom opted-in to receive education updates to support their professional goals.

- One send of funder-provided email to our dedicated CPE On-Demand audience
- Email metrics report

$6,000

***Funding organization must secure CPE approval from CDR in advance and manage all technical aspects of the self-study module

****Academy RDN Reach and Influence Survey 2021

Feedback from CPE On-Demand participants:

"I thought this module was put together well; very interesting and informative. Thanks!"

"Keep developing free CPEs! Knowledge is power."

"This was my first CPE On-Demand module and I thought it was great! Very interesting and well developed."

The Academy represents more than 112,000 nutrition and dietetics practitioners and is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy. A recent survey from the Academy estimates that RDNs have approximately 260 million contacts**** with clients and patients per year.

Don't miss an opportunity to reach influential nutrition professionals who translate the science into actionable healthy nutrition messages for their clients/patients every day.

To inquire about CPE On-Demand funding opportunities, contact Daun Longshore, **dlongshore@eatright.org**.