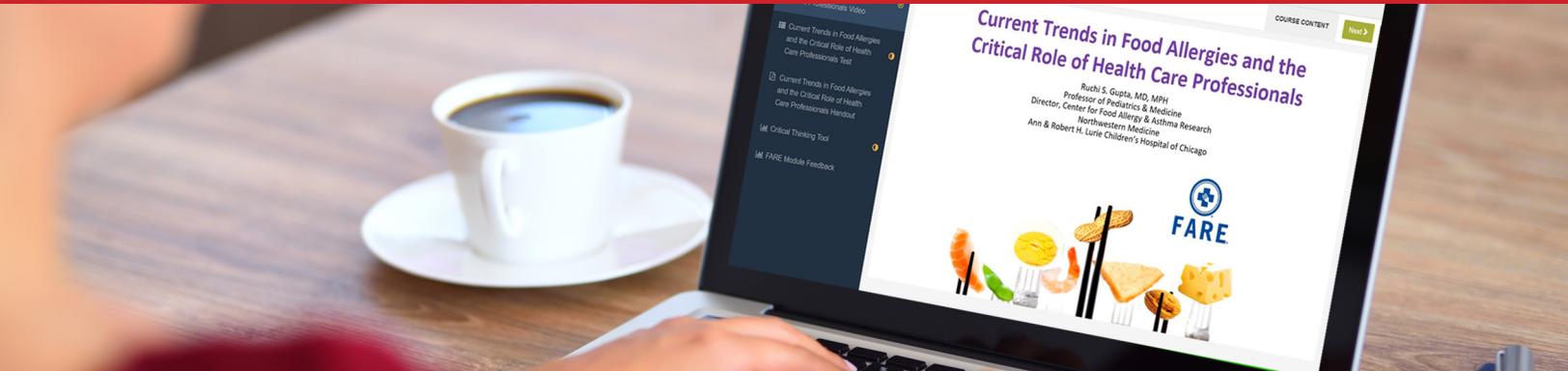


Sponsored Education On-Demand

Reach Nutrition Professionals with Science-based Information



86% of users rate education in the program of high quality, with **77%** likely to use the content in their position
– *Module feedback survey*

Average module enrollment: **6,000** 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.”

Denise 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, funded by sponsors. Distance learning is a top-rated member benefit*. This program offers sponsors **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. Content must adhere to the CDR CPEU Prior Approval Program Policies.
- Assistance, if needed, with CDR accreditation requirements
Sponsor is responsible for submitting module to CDR via the CDR CPEU Prior Approval program.

Benefits:

- Inclusion on the Academy's eatrightSTORE for up to three years
- Debut email announcement to dedicated CPE On-Demand opt-in audience
- Promotions in Academy member *Eat Right Weekly* email, Nutrition and Dietetics SmartBrief, Academy DPG/MIG/Affiliate Leadership bulletin and the Academy Member LinkedIn Group
- Bi-annual metrics reports on enrollment and survey data
- Inclusion in the quarterly CPE On-Demand Spotlight e-newsletter
- Ongoing promotion throughout the accredited period for sustained exposure and ROI

\$20,000 plus speaker fees

**Distance learning (on-demand educational modules) is a top-rated member benefit
Source: 2023 Needs Satisfaction Survey*

NEW! Non-CPE Education On-Demand

Education On-Demand is a self-study, on-demand education series that offers year-round sponsor visibility—without CPE requirements. Each session delivers credible research and practical insights for our members in a trusted learning environment.

Benefits:

- Inclusion on eatrightpro.org website for one year
- Debut email announcement to dedicated CPE On-Demand opt-in audience
- Promotions in Academy member *Eat Right Weekly* email, Nutrition and Dietetics SmartBrief, Academy DPG/MIG/Affiliate Leadership bulletin and the Academy Member LinkedIn Group
- Participant survey (optional) included at close of self-study module
- One metrics report on enrollment and survey data

\$12,000 plus speaker fees

Education Email Promotion

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

- Increase visibility and participation for your CPE webinar or education activity
- Dedicated email to our CPE On-Demand subscriber list of 12,000+ members
- One 'echo' email to those who didn't open the original email
- Email metrics report

\$6,000

68% average open rate

4% average click rate

21% average forward rate

Feedback from Academy Members*

75% of members prioritize education content over CPE hours earned.

Continuing education webinars and self-study modules were identified as the most in-demand learning formats, with 75% of members ranking them as their top preference.



"Our webinar was a complete success. Thanks to the Academy's promotional support, we received nearly 2,500 registrations."

— Education Email Promotion Sponsor

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.

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

To inquire about Education On-Demand sponsorship and advertising opportunities, contact Kathleen Griffith, kgriffith@eatright.org.

*2024 RDN Reach and Influence Survey