



ACPM Approval Guidelines and Process – Observer articles and Webinars

Overall Approval Process for Topics

Topics for potential Observer articles or for ACPM webinars are submitted by [Leadership Supporters](#) or individual ACPM members. Prior to proceeding with the publication of the article or approving the webinar topic, a review is conducted by the [ACPM Editorial Committee](#) to ensure the topic is of value to the retirement income industry.

The committee can approve a topic as is, request that a topic be revised prior to approval or determine that the topic does not meet the criteria to proceed. When a topic is rejected, ACPM will contact the submitter to discuss whether the concept can be modified or replaced with a more acceptable concept.

Selection criteria - Observer Articles and Webinars

- The topic should be educational in nature with a sophisticated treatment of a topic related to the retirement income industry that will interest ACPM members.
- There have been no recent webinars on the topic by other ACPM groups, e.g., Regional Councils.
- Should not be self-promoting or advertorial in nature.

General ineligibility

There are some types of presenting organizations and topics that are generally ineligible for publication or broadcast purposes via ACPM channels. Presenting organizations will be ineligible when they have:

- a) Social or political statements that, in ACPM's opinion, carry a high probability to offend the public or specific groups of constituents. The article must always remain professional;
- b) been publicly and consistently critical of Canadian governments and/or their agencies in respect to retirement income policies and procedures;
- c) Engaged in the distribution of misinformation or factually inaccurate statements and/or used misrepresentative credentials, certifications, designations, or references.

Topics will be deemed ineligible if they are:

- a) A sales pitch for the proposing organization. The article must be educational.
- b) Defined or presented falsely or inaccurately.
- c) Not relevant to the retirement income industry.
- d) Potentially defamatory to any individual or organization.

For any specific questions regarding these programs, please contact Communications@acpm.com.