



ACPM Approval Guidelines – Webinars and Observer Articles

Overall Approval Process for Topics

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

The Editorial 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. The approval process is usually concluded within five business days.

Selection Criteria – Webinars and Observer Articles

- The topic should provide value to the audience and should not duplicate the treatment of topics of recent webinars or articles. While the topic could be the same, e.g., ESG, the specific treatment of the topic should be unique.
- The topic should be educational in nature and sufficiently sophisticated in treatment which would be more appropriate to senior retirement income industry professionals.
- The webinar or article should not be self-promoting or advertorial in nature.

General ineligibility

There are some types of organizations and topics that are generally ineligible for publication or broadcast purposes via ACPM channels. An organization will be considered 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 presentation must always remain professional in nature;
- 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 presenting organization. The article must be educational and principles-based whenever possible;
- b) Defined or presented falsely or inaccurately;
- c) Not relevant to the retirement income industry;
- d) Potentially defamatory to any individual, group or organization.

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