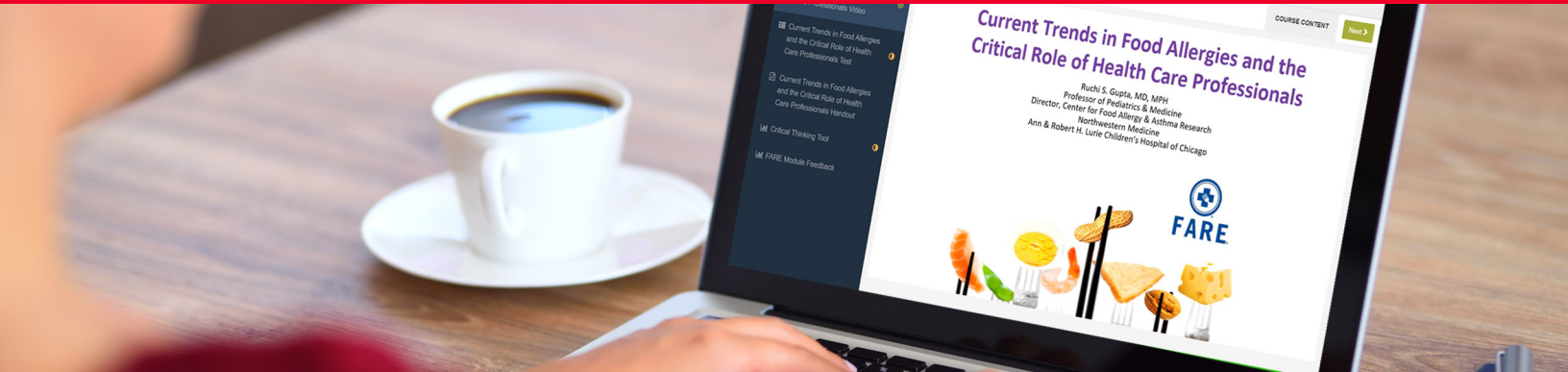


CPE On-Demand

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.”

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, provided 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
- 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 eatrightSTORE member website 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
- Participant survey (optional) included at close of self-study module
- Quarterly metrics reports on enrollment and survey data
- Quarterly inclusion in the CPE On-Demand Spotlight e-newsletter

\$20,000 plus speaker fees

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

CPE On-Demand Listing

Join the popular CPE On-Demand program with your Prior Approved CPE webinar or education activity!

Benefits:

- Inclusion on eatrightSTORE member website for up to 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
- Quarterly inclusion in the CPE On-Demand Spotlight e-newsletter

\$10,000

CPE On-Demand List Access

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.

- Dedicated email to our CPE On-Demand subscriber list of 16,000+ members
- One 'echo' email to those who didn't open the original email
- Email metrics report

\$6,000

60% average open rate

5% average click rate

22% average forward rate

**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 100,000 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 nutrition messages for their clients/patients every day.

To inquire about CPE On-Demand sponsorship and advertising opportunities, contact Daun Longshore, dlongshore@eatright.org.