



## Policy 2-4 Workshop Promotions

AMI/TIRA will offer a standardized promotional brochure to all Trainers (*found in section 1 of the Trainer Kit*). Trainers ~~and facilitators~~ are welcome to create any promotional materials they find useful, including brochures, radio ads, email broadcasts, web-sites, etc. Because AMI holds the copyrights and maintains the continuing education programs, certain standards need to be upheld and there are a set of requirements to ensure this. Once a year AMI Management may do an audit, asking each trainer to send in a copy or copies of their most frequently used promotional pieces, to make certain that these standards and requirements are being met. These pieces will not be copied, shared, or given out to anyone.

### **Requirements for all Workshop Promotions**

- Use the full up-to-date Learning Objectives for the workshop, as shown at [www.tir.org](http://www.tir.org) or found in the universal brochure.
- Course completion requirements:
  1. Complete all course requirements, including attending all sessions
  2. Pass the workshop quiz
  3. Demonstrate competency in the skills taught to the satisfaction of your trainer
  4. Turn in a completed course evaluation
- A statement (such as found in the course outlines on the [tir.org](http://tir.org) website) that the participants will be giving and receiving (or encouraged to receive) supervised sessions during the workshop.
- Your Refund Policy. This is a requirement of most continuing education providers and AMI has stated that all our Trainers comply with this, whether offering continuing education or not.
- Instructions for requesting special accommodations for students with disabilities.
- Trainer's web-sites: If a Trainer has their own web-site which advertises them as a Certified/Accredited TIR, LSR, and/or Applied Metapsychology Trainer, then the web-site needs to include either,
  1. Everything from the list above, in which case the Trainer is accountable for having all information (such as the Learning Objectives) correct and up-to-date, or
  2. Have clear links to the location for that information on the [tir.org](http://tir.org) web-site.
- If Trainers wishes to mention continuing education credit the following rules need to be observed:

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1. ONLY use the approved statements. Please see *Policy 2-7 Continuing Education Co-sponsored Workshops* for complete information.
2. Copies of promotional materials for workshops which offer APA credit must be sent to AMI as per the workshop reporting checklist (*checklists found in Section 1 of the Trainer Kit*).
3. Most continuing education providers have very strict rules concerning how our material is promoted and how their name is used. For example the APA is very strict about our only using the exact wording that they issue us to reference our continuing education with them, and it actually puts our standing as a continuing education provider with them in jeopardy. They also change the wording almost every year. Because of circumstances like this Trainers who have their own web-site who wish to have a reference to continuing education for workshops should NOT list/mention any of the continuing education provider's names (ie APA, NASW, CCA) but instead should include the following link, and have a statement like: "*For Continuing Education Credit see: [http://www.tirtraining.org/training/cont\\_ed.htm](http://www.tirtraining.org/training/cont_ed.htm) "*

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**It is the Trainer's<sup>2</sup> responsibility to communicate the above information to all potential workshop attendees.** It is recommended that this information be included directly on all promotional pieces, however there may be instances such as verbal promotions such as like a radio broadcast, or a newspaper/journal advertisement where a Trainer has limited ad space and there promotion will be something as simple as:

*"Cutting Edge Workshop in  
Traumatic Incident Reduction  
Oct. 8<sup>th</sup> – 11<sup>th</sup> 2008  
Contact us at 800-555-5555 or trainer@email.com"*

Simple ads like this are permissible; however it is best to include some kind of reference to a location where all the above information can be found. This could be to the Trainers' own web-site, if they have one, or simply to [www.tir.org](http://www.tir.org). For example, include a last sentence on the ad such as:

*"see [web-site] for requirements, objectives, and other specific workshop details."*

## Other Important Things to Include in Promotion

- The Trainer's biographical information and credentials.
- In addition to listing the Trainer's refund policy, the location, dates and workshop fees should be included.
- A description of the workshop. Unlike the Learning Objectives, it is not required that the exact description is used. However please consult the official AMI/TIRA descriptions (found at [www.tir.org](http://www.tir.org) as well as in the universal brochures) before writing your own. Trainers are of course welcome to copy the exact descriptions from the website and/or universal brochure.
- While the Learning Objectives must be used in full and unaltered, Trainers may add to the "Also Learn" statements if there is something they wish to include that is not already listed. For example a standard hand out that they give along with the manual.
- There are other topics that Trainers may wish to include, but that can also be safely covered by a statement referring prospective students to [www.tirtraining.org](http://www.tirtraining.org)  
These topics include: course target audience, social work practice categories, course outline, additional course policies, how to get a grievance heard, approval information by jurisdiction for social workers, when certificates will be issued (*also see Policy 1-3 Issuing of Certificates*), and information on the Certification/Accreditation program (*also see section 2 of the Trainer Kit*).

## What NOT to Include:

The following statements, or type of statements, should never be used in reference to TIR, LSR or any other Applied Metapsychology technique:

- "TIR cures \_\_\_\_\_."
- "TIR or Applied Metapsychology is really the same as \_\_\_\_\_."

## The Web-Site as a Resource

www.tir.org contains a wealth of information, including FAQs (lists of Frequently Asked Questions with the answers), numerous articles by Frank A. Gerbode, M.D. and others, many interviews of TIR and Applied Metapsychology Facilitators sharing their experiences with these techniques, and PDFs of past TIRA Newsletter Articles found in section 1 of the Trainer Kit on-line. Trainers may use material from the web site for their own newsletters or promotional materials. AMI/TIRA Central Management asks only that any use of such materials be accompanied with this statement:

*“This material is taken, with permission, from the copyrighted materials of Applied Metapsychology International (AMI). No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of Applied Metapsychology International.”*

## Other Web-Sites as Resources

Because of our connection with other organization to provide continuing education we also have access to promoting workshops on some of those organization’s web-sites.

- For all Trainers in the US (unless otherwise specified by that Trainer) the approved workshops will be sent automatically by AMI to the American National Association of Social Workers (NASW). If you are a Trainer outside the US, but wish to have a workshop listed on this web-sites please email AMI management with your request, stating why you feel it would serve the public of that web-site for your workshop(s) to be listed there.
- All Trainers in the US, wishing to have their workshops listed on the American Psychological Association’s (APA) web-site may do so themselves. To list an approved Continuing Education workshop with the APA go to <http://forms.apa.org/cecalendar/index.cfm?action=calendar> and fill out the information for your workshop(s). NOTE: the “Organization Name” should be **AMI/TIRA** and the “Co-Sponsor Name (if any)” should be **[name of your organization/your name]**.

*(For what workshops are approved for continuing education with which CE provider, see Policy 2-7 Continuing Education Co-Sponsored Workshops)*

**Loving Healing Press TIR and Applied Metapsychology Publications**

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To clarify the situation in regards to using any art work from the books published by Loving Healing Press, Victor Volkman writes:

I am more than happy to allow royalty-free use of the COMPLETE cover image of any of the Loving Healing Press books. I will supply very-high resolution JPG files of these for any and all who care to use them. However, it is beyond my ability to sanction the use of specific elements of the cover art from most of the books, for example: the person, cloud, and life-ring motif from the cover of Beyond Trauma. Such a use is legally considered a copyright violation against the original artist who created the image. We have a license to use the art as part of the book cover but that license does not extend to ANYBODY who is repurposing the artwork. To make a long story short, always use the whole book cover or none of it.

(We made one exception for the ICISIF 2005 Poster Presentation which was an academic (non-commercial) use. Since the cover art for TIR Research & Results is entirely my own, I am hereby allowing the trainers to make whatever use they want to of the artwork (both 1st and 2nd editions included). These are under the Trainers private directory on the TIRA website.