

AMI Policy Book

Policy 2-4

Promotion

AMI offers a standardized promotional brochure about benefits of facilitation available for sale through the AMI Book Store at <http://www.TIRbook.com>. Facilitators are welcome to create any promotional materials they find useful, including brochures, radio ads, email broadcasts, websites, etc. Those who have been approved for certification by AMI are also given the additional option to include the certification credentials for each level of certification they have received (see *Policy 3-1 Facilitator Certification* for credential details).

AMI offers standardized promotional brochures to all trainers (provided to them *in Section 1 of the AMI 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 most of the continuing education relationships and programs, certain standards need to be upheld and there are a set of requirements to ensure this. Once a year the AMI administrative office may do an audit, asking each trainer to send in a copy or copies of their 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, without the permission of the trainer in question.

What NOT to Include in Promotional Material:

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

- “*TIR cures...*”
- “*TIR or Applied Metapsychology is really the same as...*”

It is the policy of AMI never to put recordings of actual sessions on the internet, including session excerpts, and not to endorse that practice. Recorded testimonials by viewers (clients) and/or students are allowed, with a signed release from said party. The reasons for the decision not to countenance recordings from actual sessions are:

1. When clients give written permission for recording of their sessions for any purpose, it is accepted practice that the client retains the right to retract his/her permission for the recording to be used for the originally stated purpose and that such retraction may be made at any time. Once a recording is posted on the internet, it becomes impossible to recapture, and so this agreement with clients could not be honored.
2. Posting recorded sessions of techniques may pose an invitation to untrained people to use these techniques without the training that is necessary for good results. Posted statements to the contrary would be unlikely to mitigate this effect

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(and this would be true also of role played sessions). Thus the AMI Board of Directors deems it inappropriate for session recordings to be posted on the internet for promotional or training purposes.

Requirements for Workshop Promotion

- Use the complete, current Learning Objectives for the workshop, as shown at www.metapsychology.org or found in the universal brochure *or* give a reference to the AMI website in promotional materials (where students will be able to find this information) using any of the following links:
 - www.metapsychology.org
 - www.TIRtraining.org
 - www.LSRtraining.org
 - www.AbilityEnhancementTraining.org
- Course completion requirements:
 - Complete all course requirements, including attending all sessions
 - Pass the workshop quiz
 - Demonstrate competency in the skills taught to the satisfaction of your trainer
 - Turn in a completed course evaluation
- A statement (such as found in the course outlines on the metapsychology.org website) that the participants will be giving and receiving (or encouraged to receive) supervised sessions during the workshop.
- The trainer's or Organization's 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 trainers have their own web sites that advertise them as Certified TIR, LSR, and/or Ability Enhancement Trainers, then the website needs to include either:
 - 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
 - Have clear links to the location for that information on the metapsychology.org website.
- If trainers wish to mention continuing education credit the following rules need to be observed:

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1. ONLY use the approved statements, and use the statements in full, without abbreviation. 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 (provided in Section 1 of the AMI Trainer Kit).
3. Most continuing education providers have strict rules concerning how our material is promoted and how their name is used. For example the APA is very strict about only using the exact wording that they issue to reference APA continuing education. It actually puts our standing as a continuing education provider in jeopardy if these wordings are not adhered to. These requirements are subject to change and it is a trainer's responsibility to always reference continuing education correctly. Because of such circumstances, trainers who have their own websites who wish to have a reference to continuing education for workshops are encouraged to not list/mention any of the continuing education provider's names (i.e., APA, NASW, CCPA) but instead include the following link, and have a statement like: "*For Continuing Education Credit see: <http://www.metapsychology.org/training/ced.htm>*". It is also recommended that for printed materials trainers check this link to make sure that the wording on their promotions is the same wording currently in use on the AMI website.

It is the trainers' 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 like a radio broadcast, or a newspaper/journal advertisement where a trainer has limited space or time and in those cases promotion can be something as simple as:

*"Cutting Edge Workshop in
Traumatic Incident Reduction
Oct. 8th – 11th 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 trainer's own web-site, if one exists, or simply to www.metapsychology.org, www.tirtraining.org, www.lsrtraining.org, or www.abilityenhancementtraining.org. For example, they should include a last sentence on the ad such as:

"See [website] for requirements, objectives, and other specific workshop details."

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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 trainers are requested to consult the official AMI descriptions (found at www.metapsychology.org as well as in the universal brochures provided to them in Section 1 of the Trainer Kit) before writing their own. Trainers are of course welcome to copy the exact descriptions from the website and/or universal brochure.
- While the Learning Objectives should be used in full and unaltered, trainers may add an "Also Learn", "Workshop Goals", "What you will leave this workshop with", etc. 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) or if they wish to expand on the information provided by the objectives list (for example to better speak to their prospective audience).
- 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.metapsychology.org, www.tirtraining.org, www.lsrtraining.org, or www.abilityenhancement.org.

These topics include: course target audience, social work practice categories, course outline, additional course policies, how to get a grievance heard, when certificates will be issued (*also see Policy 1-3 Issuing of Certificates*), and information on the Certification program (*see www.metapsychology.org/training/cert.html*).

The Web-Site as a Resource

www.metapsychology.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, LSR and Ability Enhancement Facilitators sharing their experiences with these techniques. Certified facilitators, trainers, or anyone who has received training in Applied Metapsychology techniques and programs from an AMI certified trainer may use material from the website for their own newsletters or promotional materials. AMI 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,

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photocopying, recording or otherwise without the prior written permission of Applied Metapsychology International.”