

### **Purpose of This Template**

To give you an idea of where and how to find marketing information for any SMI Adviser webinars or educational activities.

### **Guidelines**

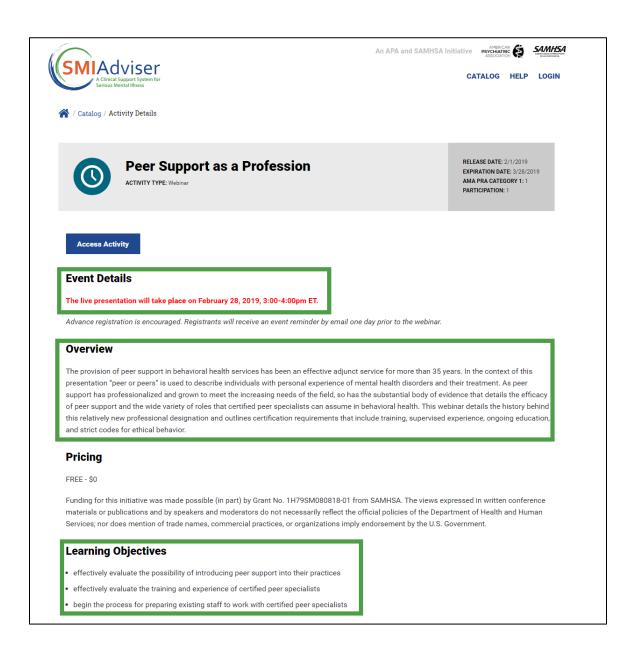
- You can easily find information on any SMI Adviser webinars or educational activities in the SMI Adviser Education Catalog, whenever you need it -https://smiadviser.org/education/
- All information on the activity pages for each webinar or educational activity are already reviewed and approved by the SMI Staff Team and the Clinical Expert Team prior to being published, so you have full approval to use this information as needed.
- You may also simply reference or forward the full, HTML version of any event email forwarded by the SMI Staff Team. These emails are already reviewed and approved by the SMI Staff Team prior to being published, so you have full approval to use this information as needed.
- You can follow the templated recommendations on the following pages to match the information you need to whatever length you need.
- If you have any questions, concerns, or need other information on any webinar or educational activity, simply contact:
  Glenn Laudenslager, glenn@chargeaheadmarketing.com



## **Education Catalog**

You may use the activity Title, Event Details, Overview, Learning Objectives sections to find key activity information.

Simply copy/paste from these sections to use approved copy for any activity.





# **Event Emails**

You can also use event emails forwarded by the SMI Staff Team to find key activity information.

Simply copy/paste from these sections to use approved copy for any activity.





## <u>Recommended Template – Very Short Detail</u>

Free Webinar on February 28 – Peer Support as a Profession

Link: <a href="https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458">https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458</a>

### **Recommended Template – Short Detail**

Free Webinar - February 28, 3:00pm ET

Peer Support as a Profession

Faculty: Patrick Hendry, Mental Health America

Register: https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458

# <u>Recommended Template – Medium Detail</u>

Free Webinar - February 28, 3:00pm ET

Peer Support as a Profession

Faculty: Patrick Hendry, Vice President of Peer Advocacy, Supports, and Services,

Mental Health America

Description: This webinar details the history behind this relatively new professional designation and outlines certification requirements that include training, supervised experience, ongoing education, and strict codes for ethical behavior.

Register: <a href="https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458">https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458</a>



# <u>Recommended Template – Expanded Detail</u>

Free Webinar - February 28, 3:00pm ET

Peer Support as a Profession

Faculty: Patrick Hendry, Vice President of Peer Advocacy, Supports, and Services, Mental Health America

This free webinar is ideal for all mental health clinicians across various practice settings. Earn up to 1.0 *AMA PRA Category 1 Credit*<sup>TM</sup>.

Learn about the wide variety of roles that certified peer specialists can assume as part of the mental health care team.

The discussion in this webinar details the history, evolution, and professional requirements of the peer specialist profession. It also provides details about the substantial evidence for the efficacy of peer support.

Register: <a href="https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458">https://education.smiadviser.org/Users/ProductDetails.aspx?ActivityID=6458</a>