



# Events Disclaimer Marketing Guide

In accordance with the official CF events procedure, the following guidelines have been developed to ensure inclusion of the event disclaimer on relevant materials. While the guidelines below encompass a wide variety of events and material types, it is not fully comprehensive. Consult with your supervisor for clarification on individual events as needed.

## Events requiring the disclaimer include but are not limited to:

- Academic events open to the public
- Appleton Museum of Art events
- Webber Gallery events
- Employee professional development events with speakers or panels
- Film screenings
- Outside groups fundraising events at the college
- On-campus speakers
- Student club and organization events
- Visits to churches, schools and other community organizations

## Events NOT requiring the disclaimer include but are not limited to:

- Academic information sessions for Health Sciences, B.A.S., etc.
- Advisory Board meetings
- Board of Trustees meetings
- CF Foundation Board of Directors meetings
- Commencement ceremonies
- Internal meetings
- New student orientations
- Recruitment events such as preview days/nights, open houses, registration rallies, application sessions, etc.
- Regular classroom activities, class visitors and field trips (but must follow guest speaker process and use field trip form)
- Technical and functional trainings such as Excel workshops, Jenzabar tutorials, Canvas trainings, etc.
- Tri-county Counselors meetings

## Promotional Materials

The following materials **must always** include the event disclaimer:

- Event flyers
- News releases
- Individual event emails
- Posters
- Individual event pages (including but not limited to pages on CF.edu, CFInsider.org, the intranet, MyCF student portal, Canvas, and library.cf.edu)

The following materials **do not** need to include the event disclaimer if they have a QR code, link or printed/spoken URL pointing to a page where the disclaimer is clearly visible:

- Billboards, radio, video, print and digital ads
- Postcards

- Invitations addressed to individuals
- Plasma screens
- Social media
- Tickets for CF, CF Foundation and Appleton Museum of Art events
- Text messages
- Interoffice communication regarding event planning

**The disclaimer must be included on all promotional materials that do not direct to a page where the disclaimer is clearly visible.**

## **Formatting and placement for promotional materials**

Use Arial Narrow font, italics, no less than 7 points, and place immediately following the equity statement.

*Topics and concepts presented at this event are for discussion purposes only and are not intended to espouse, promote, advance, inculcate, or compel individuals to believe the topics or concepts presented therein. Nor do they constitute endorsement of such topics or concepts by the College of Central Florida, its Board of Trustees, or any of their officers, employees, or agents.*

## **Materials Presented at or after an Event**

For events requiring a disclaimer, the following materials must always include the event materials disclaimer:

- Handouts, flyers and other print materials provided to attendees
- PowerPoints or other digital presentations
- Entrance sign
- Recordings taken at event

The following materials do not need to include the event materials disclaimer:

- Standard recruiting materials such as program brochures, rack cards, viewbooks, financial aid guides, etc.
- Standard classroom materials not modified for the specific event

## **Formatting and placement for materials presented at or after event**

Use Arial Narrow font, italics, no less than 7 points, and place immediately following the equity statement.

*The topics and the concepts presented at this event are for discussion purposes only. This event is not intended to espouse, promote, advance, inculcate, or compel individuals to believe the topics or concepts presented therein. Nor does it constitute an endorsement of such topics or concepts by the College of Central Florida, its Board of Trustees, or any of its officers, employees, or agents.*

For clarification about inclusion of the event disclaimer in event material or guidance on how to include it, contact Marketing and Public Relations at [pr@cf.edu](mailto:pr@cf.edu).