

Policy for publisher attendance at Pearson qualification marketing events

For internal and external use

May 2013

Issue 1.0

Regulation, Standards and Research

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Publisher attendance at Pearson qualification marketing events policy

Author: Legal Advisor **Owner:** Legal Advisor **Authorised by:** Responsible Officer 17.04.13

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The key role of Pearson Education Ltd (Pearson) is to secure standards for those qualifications we certificate. As part of our commitment to quality assuring standards and therefore protecting learners, Pearson provides guidance and support to help centres and their learners achieve their learning and development goals. Pearson also ensures that any regulatory requirements our regulators impose on us are met, and that we support centres to meet those requirements.

Pearson regulatory policies are integral to our approach and articulate in a consistent way how we meet our regulatory requirements. They are reviewed annually to ensure that they remain fit for purpose.

This policy is about publisher attendance at Pearson qualification marketing events. This document replaces the previous policy '*Publisher attendance at Pearson events*' 2011.

Policy statement

Pearson has an open endorsement policy: to ensure fair access to information, marketing opportunities and events to all publishers who are developing or have published endorsed resources for Pearson qualifications. The JCQ Code of Practice: Awarding body/Publisher Relationships states that Pearson must work professionally with publishers in their development of materials that support Pearson qualifications. Publishers with endorsed resources can find this document at the back of the endorsement agreement or a copy can be requested from the Publisher Relations Manager.

The contact person for all queries is the Publisher Relations Manager.

The Publisher Relations Manager can be contacted at:

One90 High Holborn, London, WC1V 7BH

T: +44 (0)20 7190 4990

E: publisher.relations@pearson.com

Please do not contact any other member of our staff directly.

Marketing events are organised from time to time, and publishers are able to attend some of these. When this is the case all publishers with relevant endorsed resources will have the same level of access to each event. The Publisher Relations Manager will inform publishers of such events. Publishers must register for any event they wish to attend. Entry to an event may be refused if you have not registered.

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Pearson supports the resources matched to Pearson qualifications and will usually make customers aware of them at marketing events. The promotion of resources will be on an even-handed basis, and all publishers with relevant endorsed resources will be offered the same opportunity to display resources or marketing material at marketing events, but they must comply with Pearson's administrative requirements.

Please circulate this policy within your organisation as appropriate. Please contact the Publisher Relations Manager if you have any questions.

Policy review date

May 2014

Useful contacts

For more information on Pearson qualifications please visit the website: www.edexcel.com