

# **Publisher attendance at Pearson qualification marketing events policy**

For internal and external use

May 2015

Version 2.0

Quality, Standards and Research

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**Publisher Attendance at Pearson qualification marketing events policy**

Owner Publisher Relations Manager. Authorised by Responsible Officer.

May 2015 version 2.0

**Ratified by PUKLT August 2015**

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 at least annually to ensure that they remain fit for purpose. These regulatory policies apply to Pearson business units where UK regulated qualifications are developed, implemented or delivered.

This policy provides guidance on publisher attendance at Pearson qualification marketing events. This document replaces the previous policy *Publisher attendance at Pearson qualification marketing events policy 2014*.

## **Policy statement**

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Pearson has an open endorsement policy: to ensure fair access to information, marketing opportunities and events to all publishers who are or are considering developing, or who have published or are considering publishing 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 team.

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

The Publisher Relations team 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 will be organised from time to time, and publishers with relevant endorsed resources, or who are seeking endorsement are able to attend some of these as delegates. The Publisher Relations team will inform publishers of such events. Publishers must register for any event they wish to attend. Where delegate spaces at a launch event are limited, customers will be given priority booking. Entry to an event may be refused if you have not registered and received booking confirmation.

All publishers with relevant endorsed resources, or who are seeking endorsement, will be offered the same opportunity to provide marketing material for marketing events, but they must comply with Pearson's administrative requirements. At

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some events, where venues permit, all publishers will be offered the opportunity to promote resources. The Publisher Relations team will inform publishers of such events. Publishers must register for any event at which they wish to display resources. Entry to an event may be refused if you have not registered and received booking confirmation.

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

## **Regulatory references**

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Ofqual and SQA Accreditation require all awarding organisations to establish and maintain their compliance with regulatory conditions and criteria. As part of this process, policies that relate to Pearson's status as an awarding organisation will reference the particular conditions and criteria that they address.

This policy addresses the following regulatory criteria and conditions:

Ofqual General Conditions of Recognition	
Conflict of Interest	A4
Arrangements with Publishers	C3
SQA Accreditation Regulatory Principles (2014)	
The awarding body shall have clearly defined business planning processes which show evidence of management commitment, decision making and ongoing review.	Principle 3

## **Policy review date**

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May 2016

## **Useful contacts**

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For more information on Pearson qualifications and services please visit the website: [qualifications.pearson.com](http://qualifications.pearson.com)