

# GROW YOUR ORGANIZATION

SPONSOR A BCPSA WORKSHOP



# WHO WE ARE

The British Columbia Psychological Association (BCPA) is the professional association representing registered psychologists in all of British Columbia.



# BCPA IS COMMITTED TO ADVOCATING FOR

- The advancement of psychology as a profession;
- The advancement of psychology as a scientific discipline;
- The promotion of psychology as a profession and science;
- The psychological well-being of all British Columbians.

# TO ACHIEVE THESE GOALS THE BCPA

- Liaises with government officials on matters of public policy;
- Provides professional development and networking activities for its members;
- Publishes a semi-annual periodical, the *BC Psychologist*;
- Operates a province-wide referral service for the public;
- Offers continuing education workshops and free public talks.



# OUR MEMBERS

Over 800 members across the province.  
Our membership has been steadily increasing since 2007, averaging a 2.4% increase year-over-year.





# WHY SPONSOR A BCPA VIRTUAL CONTINUING EDUCATION WORKSHOP?



## CE CREDITS

Our workshops provide members with Continuing Education (CE) credits. CE credits are accumulated on a calendar year basis and psychologists must obtain 12 CE credits annually to keep their psychology registration.



## HIGH STANDARDS

- We offer workshops that are presented by experts in their field.
- We choose topics that are relevant and interesting for psychologists.
- Content is evidence-based and up to date.



## HIGH ATTENDANCE RATE

- Hosted virtually so we reach psychologists across the province (and the country!).
- Attendance of up to 160 people per workshop.
- We offer them both live and in asynchronous format on our on demand education platform.

## POSITIVE FEEDBACK

An average of 90% of the attendees report being very and strongly satisfied with our workshops.

*"The presenter is interesting and a good presenter, and I appreciated the small group interactive exercises which added to the sense of participating in a group discussion. Her knowledge of the tools of measurement is excellent."*

Attendee's feedback on Feb 1, 2022



# **OUR SPONSORSHIP PACKAGE**

## 1. LOGO PLACEMENT

On all the advertising and marketing materials.

## 3. ADVERTISING OPPORTUNITIES

1 complimentary advertising insert where and suits you best:

- Inside the workshop's handout
- Our weekly Eblast,
- Our website, or
- a ¼ page in our printed journal.

## 2. SOCIAL MEDIA MENTION

1 social media post with a caption linked to your website on one of our social media accounts Instagram, Facebook, LinkedIn, or Twitter including a link to your website.\*

## 4. ADMISSION TICKET

complimentary ticket to the live or asynchronous workshop.

\*Social media posts require approval by the BCPA



# GET ALL THESE BENEFITS FOR ONLY \$495 + GST

**Do you have other ideas? Let us know!**

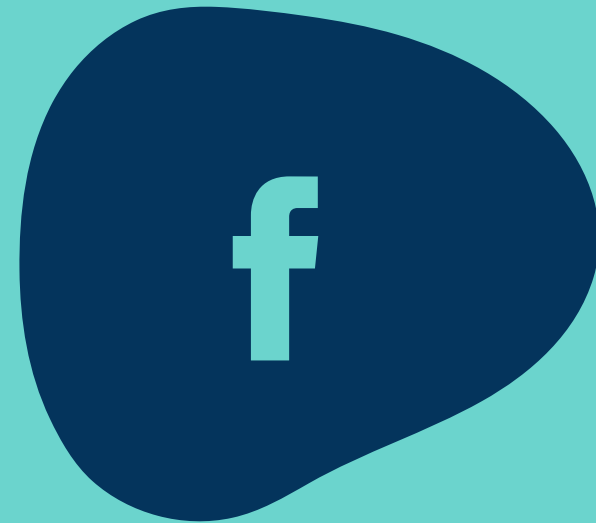
We can customize the sponsorship deal to your organization's needs!

Contact: [communications@psychologists.bc.ca](mailto:communications@psychologists.bc.ca)  
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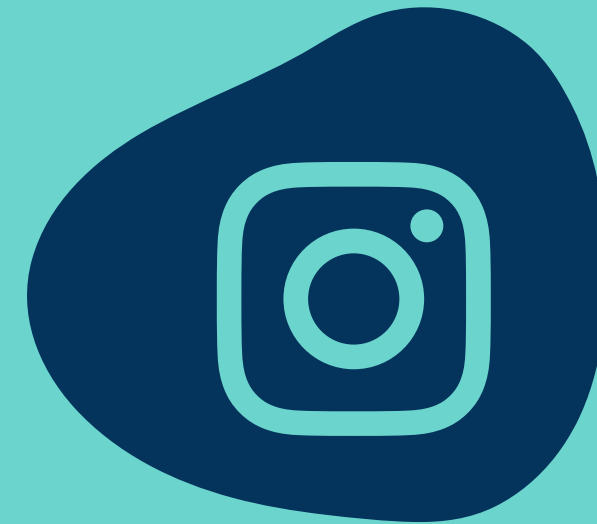
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**TRAINED, PROFESSIONAL, CARING.**