



What is a Group Live Program?

Group Live programs are in-person, instructor-led learning sessions where participants gather together in a shared physical setting. These programs promote real-time interaction, discussion, and collaboration among attendees and instructors.

Events that fall under this category include in-person workshops, seminars, conferences and any other onsite event that provides learning content to the participants.



Why are CPE credits important?

Continuing Professional Education (CPE) credits are a valuable addition to any event, as they directly support the professional growth requirements of your audience. Many public sector and industry professionals are required to earn a set number of CPE credits each year, making events that offer CPE credit more attractive, competitive, and more likely to drive attendance. By integrating CPE credit into a program, it positions the event as an educational opportunity and career development tool.

Beyond boosting engagement, offering CPE credit enhances the credibility and perceived quality of event content. It signals that the program meets established educational standards and provides measurable learning outcomes. Including CPE credit elevates the value of an event while helping attendees meet their professional needs, creating a win-win for participants and event hosts alike, at a low lift to you, as a Carahsoft partner.



Partner Timeline Overview Checklist

Use this checklist to stay aligned with your Carahsoft marketing team on required deliverables and deadlines, helping ensure effective planning, coordination and timely execution throughout the marketing event and CPE credit award process.

Before Marketing the Event

Your Carahsoft Marketing POC will schedule a call with you to discuss and review your event. During the call, the Marketing POC will see if it will qualify to offer CPE credit.

- ☐ Does the event meet the minimum time requirements?
- ☐ Does the event meet the program requirements?
- ☐ Can learner attendance and departure be accurately tracked?
- ☐ How will the evaluation survey will be distributed during or following the event?
- ☐ I think we need the same thing as the other with a clarification of Carahsoft-hosted or vendor-hosted and what we need – like the attendee list, eval results, etc.

Share required event information to your Carahsoft Marketing POC, including:

- ☐ SMART Learning Objectives (3 minimum)
 - ☐ *Specific, Measurable, Achievable, Relevant, and Time-bound (SMART). These objectives should articulate what participants will learn or accomplish by the end of the session. They must align with the event's content and support Continuing Professional Education (CPE) credit requirements. Clearly defined objectives help participants assess the session's relevance to their professional development and ensure compliance with CPE accreditation standards.*
- ☐ Who Should Attend
- ☐ Event Description
- ☐ Event Agenda
- ☐ Your Carahsoft Marketing POC will determine the number of CPE credits the event can offer. They will share that number with you.
- ☐ Receive your unique invite/registration link from your Carahsoft Marketing POC to help promote and market the event to your customers and prospects.

Before the Event

Your Carahsoft Marketing POC will schedule a pre-event call with you and the speakers and will also review the final CPE credit details, including:

- ❑ Reviewing the course outline/agenda and ensuring that the event will be at least 50 minutes of learning content and/or Q&A.
- ❑ Sending all presentation material to your Carahsoft Marketing POC for recording-keeping.
 - ❑ *If applicable: Send a detailed description of any demos, group discussions or speeches that do not have associated presentation material like a PowerPoint for your Marketing POC to keep on file.*
- ❑ Discussing the plans for capturing the sign-in and sign-out times.
- ❑ Providing speaker and moderator details (name, title, and a brief biography highlighting their qualifications for the event topic) to your Carahsoft Marketing POC. This information is only needed for non-Carahsoft presenters.

NOTE: ALL speakers must be present in the evaluation survey; any speakers excluded from the survey will cause the event to be ineligible to award CPE credits. Please provide any updates to your Marketing POC as soon as possible.

Day of the Event

- ❑ The designated party will manage the sign-in and sign-out timestamps.
 - ❑ *Determined prior to the event whether Carahsoft or the partner will manage this.*
- ❑ Participants should be reminded at the live event the requirements needed to earn the CPE credit. It is recommended to establish ahead of time how this information will be made available onsite and/or who will deliver it.
- ❑ Event is executed.
 - ❑ *As a reminder, CPE credits are calculated based on learning content in minutes. Lunches, breaks, networking and any non-educational segments are not included in the calculated time. The final number of CPE credits may differ from the original estimate based on how the event is executed.*
- ❑ Evaluation Surveys will be distributed to attendees, with response collection handled in accordance with event requirements.

After the Event

- ❑ Carahsoft will follow the internal process and distribute CPE credit certificates of completion to those who qualify. Typically, this is a 3-4 week process.





Partner CPE Credits: Expectations & Best Practices

Below is a quick overview of the key points and best practices to keep in mind when partnering with Carahsoft on an event that offers CPE credit.

- ❑ Carahsoft offers CPE credit for all eligible onsite events.
- ❑ CPE credit is awarded based on learning content in minutes. To qualify for CPE credit, an event must last for a minimum of 50 minutes of learning content to offer 1 CPE credit.
 - ❑ *Time allocated for breaks, meals, or Q&A unrelated to learning content cannot be included in CPE credit calculations.*
- ❑ Each event should offer a clear agenda that includes content appropriate to the topic. Learning objectives should be clearly defined on event materials for the audience to understand prior to registering for the event.
- ❑ If you have any changes to your event such as agenda, duration or speaker changes, please inform your Carahsoft Marketing POC as soon as possible so they can make any necessary updates and ensure your event still meets CPE credit requirements.
- ❑ If Carahsoft is hosting: Carahsoft will need access to any presentation assets and speaker information to provide CPE credit.
- ❑ If you are hosting: Carahsoft will need access to any presentation assets, speaker information, the attendee list that includes their name, email, sign in & sign out times and Evaluation Survey responses.
- ❑ Attendees must meet the time and engagement requirements to receive CPE credit.
- ❑ Carahsoft manages the certificate distribution.



Questions?

If you have any questions about hosting an event with Carahsoft or the CPE process, please reach out to your Carahsoft Marketing POC for assistance.

