

## **POSTING OTHER INDUSTRY EVENTS**

### **1.0 OBJECTIVE**

To detail the procedures and criteria for posting other industry events.

### **2.0 SCOPE**

This SOP will be used when there is a request to OFPA from other food industries and food safety organizations to post their events.

### **3.0 RESPONSIBILITY**

- 3.1 Responsibility for reviewing and choosing events will be given to the co-chairs of the Website Committee with oversight/guidance from the Executive Board members and with using the Constitution & By-laws for guidance.
- 3.2 These named persons will also be responsible for maintaining these postings - for example, making sure outdated postings are removed.

### **4.0 PROCEDURE**

- 4.1 Any request from another industry to post their event must be submitted to the website co-chairs, 2-4 months before the actual event, in order to give the chairs a month to vet/review the request.
- 4.2 At times, this timeline might be difficult to stick to but once the Website Co-Chair has all the details, an Action Plan can be created.
- 4.3 Website Co-chairs conduct an assessment to establish if the event meets the criteria for posting. Refer to Appendix A in this SOP for the criteria for posting other industry events.
- 4.4 If the event is acceptable, it will be e-blasted one time and will be posted on the OFPA Social Media platforms and on the OFPA website.
- 4.5 These requests do not have to be handled through a formal Partnership agreement.



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- 4.6 We should not market an industry event using an ecard as it could appear that we are singling out one specific event especially if that event is being organized by the company of a board member.
- 4.7 Make sure each event post has a disclaimer “the views and opinions in this post are not a reflection of OFPA, its Board of Directors or its members”.
- 4.8 Quality Assurance conducted on the content of the OFPA website will include the maintenance of these postings in order to ensure that outdated postings are removed.

**5.0 DOCUMENTATION CONTROL**

**At least once per year the Chair will review this SOP and update it to reflect the activities to make sure that it encompasses the updated procedures.**

ISSUE DATE	REVISED DATE	STATUS
	September 24, 2020	Proposal drafted by Joe Myatt.
	October 2, 2020	Reviewed and commented on by Joe Myatt, Denise Horseman and SM Chalouh.
	October 8, 2020	SOP edited to reflect comments from Megan Ruddy..
	October 14, 2020	Draft SOP reviewed by BOD. Comments made by Nadia Narine have been addressed.
	October 20, 2020	BOD voted to accept the proposal. .
	February 8, 2020	SM Chalouh rewrites proposal into the SOP template.
	February 8, 2020	Draft SOP sent to Joe Myatt and Denise Horseman for review and for presenting at BOD meeting on February 11. 2020.
	February 17, 2021	SOP finalized and ready for posting on OFPA Website.



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**APPENDIX A: Criteria for accepting which events the OFPA will post, especially if the event belongs to a Board of Director's (BOD) company.**

1. If a BOD wants to promote a symposium or conference or webinar that they are organizing with technical topics, then yes, we could put an ad in the industry events section of our website BUT no training and no infomercial related content would be allowed.
2. Event request must include Agenda or Outline of Event Topics so that Website Co-Chairs and/or Executive Board can use this information to decide if posting will be done.
3. Posting events can be value-added for OFPA by bringing awareness through the posting of as many Industry events as we can (provided that these event postings benefit our members).
4. Requests for posting events will be considered only from Sustaining Corporate members.
5. Event must be a conference or technical symposium or webinar with speakers that will cover topics related to food safety/quality /regulations.
6. Event posted CAN NOT be selling anything.
7. An event is usually a ½ to one day program in comparison to a training function. In a training session, the attendee usually receives some sort of certificate of attendance or credit against further training. We do not want to post this type of session.
8. Keeping in mind that training from different companies is not to be considered for posting because of the shear volume of potential requests from OFPA members (food industry suppliers, consultants, certification providers etc.) that are associated with running training courses, seminars, webinars etc. OFPA does not have the resources to promote the volume of training events.
9. Events selected for posting by OFPA must not put the OFPA in jeopardy from an ethical standpoint nor put any board member or the OFPA in a potential conflict of interest.
10. The decision to post or not to post an event will fall into common sense.