



TRAINING PROVIDER ADVISORY NO. TPA-2
Issue Date: 1 January 2005

SUBJECT: Publicity and Advertising

PREFACE:

Guidance is needed on how RABQSA-certified and applicant competency units and courses are to be marketed, published and/or identified in materials. Promotional material includes both electronic (e.g., Web site) and hard copy (e.g., brochures, news releases) media.

ADVISORY:

1. The training provider's name shall appear in all promotional materials as it appears on the RABQSA certification certificate when the RABQSA name and/or logo appear.
2. If any promotional materials are being contracted through another organization, that organization may be referenced provided the identity of the certified training provider is readily evident. Such materials shall use the wording "This course is being presented in conjunction with [the RABQSA-certified training provider]" or other similar wording that has been approved by RABQSA.
3. It shall remain the responsibility of the applicant or certified training provider to ensure that all materials and/or activities continually conform with all requirements of the training provider and of RABQSA.
4. The only approved titles for Automotive-sector courses are: "Lead [or Internal] Auditor for ISO 9001:2000 with emphasis on ISO/TS 16949:2002" or "ISO 9001:2000 Lead [or Internal] auditor for the Automotive Sector". No other title is acceptable.

End of Advisory