



**Listing Educational Events on the PTI Website:
Criteria and Procedures
Version 2.0**

It is the PTI’s policy to post notice of educational events to the PTI website when an event meets all of the following criteria:

- The agenda, in whole or part, is dedicated to PTI-specific education or will convey directly-related content that will enhance attendees’ ability to implement the PTI (for example, GS1 standards). Events that feature product or service demonstrations or promotions, as determined by staff of the administering association(s), are not eligible for posting.
- Speaker(s) must include at least one PTI representative – to include staff member(s) of any of the four administering associations, or designated volunteer leader member(s) of the PTI leadership structure.
- Registration for the event is open to any and all interested persons.
- It is preferred, though not mandatory, that registration for the event be free of charge.
- More information about the event must be available online, so that the online source can be linked to in the post for more information.

Procedures:

- Use the following template to develop a proposed listing about a PTI educational event.
- Direct your request to be listed, along with your proposed event listing, to [Krisztina Vida at GS1 US](#). Note: PTI website manager(s) may edit copy as deemed needed for grammar, style and content prior to posting an event to the PTI website. Be sure to include your contact information, in the event they have questions or need more information to consider your posting.
- If your event meets the criteria for inclusion on the PTI website listed above, events will be posted within 7-10 business days of receipt of your request; events will be removed from the website immediately upon conclusion of the event.

Listing Template

Use the following template to draft an event listing:

- Line 1: **Formal name of event, with embedded hyperlink to event website**
- Line 2: Event city, state (or format if not a physical event, such as a webinar)
- Line 3: Event month day, year
- Line 4: (leave blank)
- Line 5+: Brief, 2-3 sentence write-up on the event, including sufficient description of how it relates to and will enhance attendees’ understanding of and ability to implement the PTI. Identify participating PTI representative.

Sample Listings

Following are samples of previous event listings, to serve as a guide to assist you in developing an event listing:

2011 Trading Partner Alliance Supply Chain Conference

Orlando, Florida, USA

Jan. 30-Feb. 1, 2011

Join PMA's Ed Treacy on Feb. 1 for the conference session "Traceability Update: A Produce Proactive Response", as he provides an update on food safety legislation and explores the possible implications of what its passage would mean for the consumer packaged goods industry. Treacy will cover the Produce Traceability Initiative in this session as well. The Trading Partner Alliance Supply Chain Conference is jointly produced by Food Marketing Institute and Grocery Manufacturers Association.

GS1 US U Connect Conference 2010

San Antonio, Texas, USA

June 7-10, 2010

GS1 US's annual U Connect Conference is designed to help attendees discover how to can enhance current business processes to improve food safety and traceability with GS1 US standards and solutions. U Connect 2010 has the answers to questions companies are asking in today's economy and is the one place to learn the fundamentals of the GS1 System from standards experts and supply chain best practices from industry end-users. Sessions include product tracing for produce, updates and information on the Produce Traceability Initiative (PTI), how to create and assign Global Trade Item Numbers (GTINs), benefits of creating and applying GS1-128 barcodes on cases, and much more.

Revision History

This section itemizes changes that have been made to this document over its history.

<u>Version No.</u>	<u>Date of Change</u>	<u>Changed By</u>	<u>Summary of Change</u>
Original	2/14/11	Communications Working Group	Original best practice
2.0	1/18/12	Communications Working Group	Procedure second bullet: point of contact changed to K. Vida Procedure second bullet: "they" changed to "PTI website manager(s)"

Updated: January 18, 2012

Produce Traceability Initiative Best Practices for Event Postings (v2.0)

Source: www.producetraceability.org