

**Guidelines on Maintaining Promotion Log of Reimbursable Courses under
the Continuing Education Fund**

1. The Terms and Conditions (Terms and Conditions) under the Continuing Education Fund (CEF) require course providers to keep proper records of all forms of promotion materials on their CEF courses and maintain a log on the distribution of such materials (including the distribution channel(s) adopted, the duration of distribution, etc.) for at least 7 years for CEF Authority’s inspection upon request.
2. Course providers shall include all distribution channels in the promotion log, including but not limited to –
 - i. Printed publicity material, e.g. leaflet, brochure, pamphlet
 - ii. Printed advertisement (ad), e.g. magazine ad, newspaper ad, advertorial
 - iii. Promotional emails and letters
 - iv. Official website (including website of recruitment agencies, if applicable)
 - v. Online advertisement, e.g. Google ad, Yahoo ad
 - vi. Social media platforms, e.g. Facebook, Instagram page, YouTube
 - vii. Promotion on instant messaging applications, e.g. WhatsApp, WeChat, LINE
 - viii. Television advertisement
 - ix. Transit advertisement, e.g. MTR ad, bus body ad, billboard/light box ad, outdoor banners, signs
3. Course providers shall maintain the template of the promotion log below with copy of records (in hardcopy / softcopy / video / photos / captured screen / link / or in any other electronic format) for CEF Authority’s inspection upon request.

Item No.	CEF Course(s) Concerned (Course Title & Code)	Distribution Channel	Location (if applicable)	Start Date of the Promotion	End Date of the Promotion	Record Sample Number

4. Please note that the CEF Authority will conduct spot checks in order to ensure the promotion of CEF courses are in compliance with the CEF Terms and Conditions.
5. Labour and Welfare Bureau reserves the right to require course providers to withdraw or cease using promotional materials considered to be inappropriate or undesirable, and take further regulatory action deemed appropriate.