

Guest Luncheon Speaker Guidelines

- The topic shall be of interest to breast cancer patients and survivors
- A speaker may discuss treatments or services related to breast cancer but shall refrain from promoting or endorsing specific products
- Direct marketing is not allowed
- The speaker shall limit his/her presentation to 30 minutes, excluding questions and answers
- Materials distributed at luncheons must be pre-approved

The information provided by speakers who render medical advice/cancer treatment/care options should be based on sound and documented scientific evidence and that evidence should be provided by the speaker by means of written scientific study and endorsed by the American Medical Association, American Society of Clinical Oncology, American College of Radiology or the American Society of Breast Surgeons. If it is not, the Board of Directors shall have final approval/disapproval rights.

At the introduction of every speaker, the greeter shall make the following announcement:

“The speaker’s topic may not be of interest to every member and having this speaker does not imply an endorsement of the speaker (or his/her products and/or services). If you have any questions and/or concerns, you should discuss with your medical provider.”

Adopted: 1/17/12