



For Release September 1, 2020

MRERF/IPA Announces 2021 CPMR Hybrid Program

Golden, CO — The CPMR subcommittee, with support from the Board of Directors, has determined a hybrid event for the upcoming CPMR program in January 2021 will be our method of delivery for participants.

Flexibility to Participate

By providing a hybrid experience, MRERF/IPA will provide options for participants to begin, continue, or complete the CPMR program during these unusual times for all. Our team came to this decision due to the overwhelming responses from participants to surveys related to CPMR and its delivery method.

As with participants, we understand our faculty may not desire to be on-site in Austin, so we will extend options to them to deliver content to participants. We will honor their decision as each person should evaluate their own risk and do what is best for them individually.

This hybrid model may change the feel of CPMR as we know from the past, but we believe this can be an exciting time to bring new content learned from this collective experience. We can be *together* with a familiar program and cohorts in January. You may find more information about CPMR and registration details [here](#).

Safety Considerations

Kate Rhoten, Executive Director of MRERF/IPA, continues to work closely with the team at the AT&T Executive Education and Conference Center to plan CPMR unlike any other. Participants will be able to select to attend CPMR in-person or attend virtually.

As we prepare for CPMR 2021, we will be communicating the safety protocols that will be in place. Please visit mrerf.org/covid-19 for more information from the AT&T Hotel and Conference Center and the Centers for Disease Control. AT&T has begun holding meetings and events. Over time, these safety protocols most likely will evolve – please return to this page for information as we get closer to CPMR.

###

The Manufacturers' Representatives Educational Research Foundation (aka MRERF) is the creative energy behind educational programs offered by the Institute for Professional Advancement (IPA). The Foundation prepares curriculum and resource material about representative-manufacturer partnerships available to academia and business communities, including MRERF partnering associations and their constituents.