

Advertising and Publicity Guidelines

In consultation with other bodies and the DTI, we have produced our Advertising and Publicity Guidelines. In essence, Members may freely promote their services in whatever way they feel appropriate so long as they meet the requirements of being honest, truthful, fair and legal.

Members are reminded that there are over-riding restrictions in the Guide to Professional Conduct and Ethics, relating to such matters as harassment and improper payments.

If there are any queries, they can always be cleared through the Practice Guidance, Ethics & Standards Committee.

ADVERTISING, PROMOTION & MARKETING TO OBTAIN PROFESSIONAL WORK

- A member may seek publicity for and/or advertise his services, achievements and products in any way consistent with the dignity of the profession and should not project an image inconsistent with that of a professional person bound to high ethical and technical standards.
- Advertisements must comply with the law and should conform as appropriate with the requirements of the Advertising Standards Authority, the Independent Television and the Radio Authority Code of Advertising Standards and Practice, particularly as to legality, decency, honesty and truthfulness.
- An advertisement should be clearly distinguishable as such.
- The foregoing considerations equally apply to any brochures or other marketing material, including letterheads and web sites.
- If reference is made in promotional material to the method and basis of calculating fees or remuneration, the greatest care should be taken to ensure that the potential client is not misled as to the extent of the services included in such references.
- A member may be required to support or justify the accuracy of any statements made in any promotional material issued by him or on his behalf.
- Members are encouraged to state in any publicity material that they are Members of the IPA and/or Licensed Insolvency Practitioners.