

ESA ENDORSEMENT/SPONSORSHIP of Scientific Events

POLICY AND PROCEDURES

Details	
Document Type	Policy and Procedures
Document name	ESA Endorsement Policy and Procedures
Ref #	ESA Endorsement Policy and Procedures
Version	v1 dated 24-Nov-2015
Effective from	01-12-2015
Review date	01-12-2018
Owner	Scientific Committee Chairperson
Prepared by	ESA Secretariat
Reviewed by	ESA President
Approved by	ESA Board of Directors
Superseded documents	ESA Endorsement Policy and Procedures – Revision 15/10/2014

1. ENDORSEMENT POLICY

1.1 PURPOSE

Explain the process of dealing with the requests for European Society of Anaesthesiology (ESA) endorsement / sponsorship and use of ESA logo for Promotion of Scientific Meetings and Activities.

1.2 BACKGROUND

There are several implications to “sponsorship/endorsement” of a meeting/function by an organisation such as the European Society of Anaesthesiology (ESA). This policy considers sponsorship/endorsement as one of the following:

1. Use of the words “Sponsored/Endorsed by the ESA” or something similar.
2. The inclusion of references to the ESA in relation to the programme/speakers.
3. Use of the ESA logo on published material related to an organisation/meeting.

In all cases the involvement of the ESA carries with it the implication that the activity has been evaluated and approved by the ESA board in terms of its scientific content, accuracy, probity, etc, all of which are linked to the reputation of the ESA.

Sponsorship/endorsement of meetings or activities by the ESA carries significant weight and has the potential to increase attendance numbers, the prestige of the organising body and also the likelihood of funding, the latter possibly leading to a material advantage of the organisers. Since trade budgets are limited, sponsorship of one meeting may reduce or remove sponsorship for others, including ESA.

The ESA is prepared to “support” outside meetings in the following ways:

1.2.1 **ESA Sponsored Activity / Meeting**

(Sponsor = *person who makes himself responsible*)

In this case, the ESA will have been actively involved in providing funding, identifying topics and nominating speakers for the meeting. This might take the form of an ESA sponsored session/day as part of a National or an International Society's meeting. Financial support to National Societies has to be requested according to the ESA Policy and Procedures for financial support to National Anaesthesia Societies.

The criteria for this level of support are:

- The ESA can either propose independently a session or can put together a session on the specific request of the organizers. In each case, the ESA will identify topics and lecturers independently from outside influences.
- The ESA has the opportunity to preview and approve the entire scientific programme of the meeting.
- ESA members should be offered a reduction in the meeting registration fee.
- Attendance at the meeting or activity should be open to all members and non-members of Societies.
- The financial arrangements will be negotiated for each meeting and be detailed in an *ad hoc* MOU .
- Free registration should be given for a designated ESA representative to inform the Board on the Congress for future possible improvements concerning ESA participation.
- ESA sponsorship must not be printed in advance of a decision by the ESA Board.
- ESA sponsorship must be acknowledged in all advertisements and literature relating to the meeting.
- **Speakers, whose participation in the meeting has been sponsored by the ESA, must acknowledge this support during their lecture.** The ESA secretariat can supply the appropriate electronic material for this acknowledgement.
- ESA should get a written report on the evaluation of the meeting (including number of attendants, evaluation forms, etc)

1.2.2 **ESA Endorsed Activity / Meeting**

(Endorse = *declare one's approval of*)

- The ESA itself would not have to be directly involved with the organisation or delivery of the meeting.
- The programme and speakers would have to be submitted to the ESA for consideration before endorsement is granted.

- Activities/Meetings in and outside of Europe can be considered for endorsement.
- Local meetings should have been approved/endorsed by the National Society
- The speaker's names and any potential conflicts of interest must be made known.
- The content and subject matter should be directly related to anaesthesiology, critical care and perioperative medicine, pain management and emergency medicine and should be relevant to anaesthesiologists practising in Europe.
- The content and subject matter should not conflict with the aims and objectives of the ESA, ESA endorsement must be acknowledged in all advertisements and literature relating to the meeting.
- All meetings should be entitled to CME's in order to be endorsed by the ESA

1.2.3 European National Anaesthesiology Society Meetings

Since European National Anaesthesiology Societies are members of the ESA through ESA National (NASC), the ESA would normally endorse these activities as part of its external educational programme.

2. PUBLICATION ON ESA WEBSITE

Only ESA sponsored or endorsed activities can be advertised on the website upon specific request of the organizers. European National Anaesthesiology Societies meetings can also be published on the ESA website if requested by the organizers.

For other links and advertisements, if the content and subject matter are directly related to anaesthesiology, critical care and perioperative medicine, pain management and emergency medicine and are relevant to anaesthesiologists practising in Europe and the content and subject matter does not conflict with the aims and objectives of the ESA, they can be published on the ESA website in the following categories:

- Upcoming Events
- European National Societies
- Anaesthesiology Societies Outside Europe
- Anaesthesiology Subspecialties, Topics, Problems, Technologies
- Societies and Websites of Related Specialties
- Journals and publications
- Academic Departments of Anaesthesiology
- Professional Tools

2. MECHANISM FOR REQUESTING ESA SPONSORSHIP/ENDORSEMENT

- A formal written request for ESA sponsorship for a meeting must be received by the ESA from the body responsible for organising the meeting or activity using the “ESA Sponsorship Application form” or “ESA Endorsement Application form”.
- This request should be made at least 12 to 6 months in advance of the start date of sponsored meeting; 6 months to 3 months in advance of the start date of the endorsed meeting, respectively, to allow time for preparing the sessions, selecting the speakers, evaluation of the programme and speakers, and allowing a decision by the ESA Board.
- The Board, after consultation with the Chairman of the ESA Scientific Committee, will give approval to the request. Provided these conditions are met, ESA sponsorship/endorsement will be communicated as quickly as possible to those making the request.
- It should be noted that ESA sponsorship/endorsement is time limited and does not automatically apply on a recurring basis.