

TERMS OF REFERENCE

ESOT NON-FINANCIAL ENDORSEMENT OF EVENTS ORGANISED BY THIRD PARTIES

Principles

This document details the policy under which ESOT grants its non-financial endorsement to events of third parties.

This policy applies to all organisers of educational events* – in person and/or online – who wish to use the label ‘Endorsed by ESOT’. The use of this designation is subject to approval by ESOT and must not be advertised or applied in any way before it is granted.

ESOT endorsement is an official recognition of the compliance with a set of criteria and conditions defined to evaluate the scientific quality and relevance of the event within the Transplantation field.

*Only in the format of meetings/courses/webinars/congresses.

Endorsement conditions and criteria

- The overall educational value of the event should be evident, as reflected by the selection of topics and expertise of speakers.
- Topics treated by the event must be related to transplantation or relevant to transplant professionals.
- The event organiser(s) should clearly define the learning objectives and expected outcomes in the application form.
- The scope of the meeting shall be non-for-profit.
- The event organiser(s) must be ESOT member(s) at the time of the application. If the endorsement is granted, they must be ESOT member(s) until the completion of the event.
- The event organiser(s) should display a commitment to diversity and inclusion, evidenced by a balanced composition of the faculty regarding gender, ethnicity, age, geographical area, specialty, etc.
- The event can be held in any location or country.
- The event must be conducted in English.
- The proposed meeting must not compete with any other ESOT activities in terms of topic/scientific programme, location and date.
- ESOT will not provide any financial support to the event.
- ESOT limits its involvement to the acknowledgment of the scientific value of the event and will not be involved in the creation or organisation of the event.

- Commercial and/or industry standalone events cannot apply for endorsement.

Operational aspects and endorsement procedure

- All requests are submitted online via a dedicated application platform and they are reviewed by the ESOT Secretary.
- All documents are to be submitted exclusively in English.
- Applications should include the following details and documentation:
 - Event information (title, dates, location) and important deadlines (abstract submission, early registration fees, etc.)
 - Event description (max. 250 words)
 - Official website and social media information (i.e. Twitter account, Facebook page, main hashtags, etc.)
 - Details of the event organisers
 - Learning objectives, expected outcomes and scientific relevance of the event for the transplant community
 - List of sponsors/event supporters
 - Preliminary programme and list of speakers
 - Event budget (if applicable)
 - Banner of the event (.png format 1200x630).

Promotional aspects

If the endorsement is granted, the third party will be allowed to use the ESOT logo in all promotional materials of the event, by using the formula “Endorsed by ESOT” and linking it to <https://esot.org>.

Responsibilities of ESOT:

- To provide the ESOT logo (.ai/.png format) to the event organisers.
- To post the information related to the event on the “Events” calendar of the ESOT website.
- To advertise the event through the main ESOT communications channels:
 - Twitter [a max of 3 tweets or retweets via the official Twitter account @ESOTtransplant]
 - ESOT App [1 message]
 - Monthly newsletter [first available spot]Please note that no direct mailings can be sent for an endorsed event.

Responsibilities of the event organisers:

- To include the ESOT logo on the event website with the formula “Endorsed by ESOT” and link it to <https://esot.org>.
- To include the ESOT logo on a promotional mailer addressed to the event delegates, with the formula “Endorsed by ESOT” and link it to <https://esot.org>.
- To provide, when applicable, complimentary tools for promotion on-site (exhibit booth, inserts distributed with meeting materials, distribution of flyers, intersession slides, and other promotion channels available onsite).

Restriction: The use of the ESOT logo on articles and report material published after the endorsed event in non-ESOT publications is not authorised, unless a specific agreement has been set with ESOT.

Post-event requirement

The event organisers will provide the ESOT Office with:

- Post-meeting evaluation report