

GUIDELINES AND INFORMATION

ESOT NON-FINANCIAL ENDORSEMENT OF LEARNING ACTIVITIES ORGANISED BY THE INDUSTRY

Introduction

ESOT has a commitment to Continuing Professional Development (CPD) and promoting best practice for learning activities for professionals and stakeholders involved in Solid Organ Transplantation. ESOT members and its broader community have actively engaged in CPD for many years with ESOT providing support through resources including the fellowship, award, and registry grant programmes. In addition, ESOT has an additional commitment to promoting best practice for learning activities of external stakeholders, sharing common goals towards best practice in SOT. These learning activities may be accessed via a wide range of audiences and stakeholders.

This document provides guidance about the ESOT endorsement application process, fees, and terms and conditions.

What is an ESOT endorsement?

The endorsement is a process whereby learning activity providers can gain a mark of quality from ESOT for their SOT related learning activities. The endorsement is for the mutual benefit of the ESOT community, including ESOT members, the learning activity providers, and other stakeholders by offering a system which provides quality assurance of CPD learning activities for all those involved.

ESOT endorsement has been developed as a flexible tool which can be applied to a range of continuing professional development activities. These include:

- Conferences, events and webinars
- Training days and courses

In granting endorsement and release of its logo, ESOT is confirming that the content, format and hours involved are evidence-based and appropriate to the subject matter and intended audience.

ESOT recognises that its programme for endorsement needs to be expanded to further educational and learning activities while the demand from its community and stakeholders is increasing. These are namely for:

- Industry-funded programmes
- Online resources such as websites

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Benefits of an ESOT endorsement

In gaining endorsement from ESOT the course/activity/programme will benefit from:

- Quality assurance that the learning activity is evidence-based, reviewed by ESOT from both an educational perspective and content focused perspective and is thus considered appropriate for ESOT.
- Added value for participants of the training due to the ESOT endorsement logo, a recognised mark of quality. The use of the ESOT endorsement logo for the duration of the endorsement. This logo can be used on certificates of attendance and marketing material.
- Promotion on the ESOT communication channels - at the discretion of ESOT, but with a minimum of:
 - free listing in the ESOT monthly newsletter – email campaign will be sent to approximately 8,000 professionals. The activity will be listed once, upon approval of the endorsement application;
 - free listing on the “Events” calendar of the ESOT website (Events section "Other organiser"), in the public area. The activity will be listed only when approved and display until the activity start date;
 - posts on selected ESOT social channels (Twitter and LinkedIn) at the discretion of ESOT, but with a minimum of one per channel.

Endorsement process

The figure below illustrates the ESOT endorsement process, which incorporates assessment and review, alongside robust administrative procedures.

There is no application deadline. ESOT accepts applications throughout the year.

Application is submitted to the ESOT Office by email. Application should include: form with all the details of the learning activity, programme, banner, invoice details and all associated documentation (budget, project plan).



The ESOT Office will check eligibility, and submit to the ESOT Secretary (once a month) for official approval.



Outcome decision received from the ESOT Secretary. The ESOT Office will advise the applicant. Applicants will receive feedback on their application.



The ESOT Office will invoice the applicant. Logo will be released to successful applicants.

Endorsement conditions and criteria

In order to assure the protection of the ESOT mark of quality, all endorsed learning activity must meet a number of criteria. ESOT requires that consideration of the following elements must be explicitly demonstrated through the application process.

1. The overall educational value of the event should be evident, as reflected by the selection of topics and expertise of speakers.
2. The content of the learning activity must contribute to the development of the participant. Thus, its academic rigor must be appropriate for its intended audience, which should be clearly defined.
3. Whilst there is no stipulation regarding persons involved in the development of course material, ESOT requires evidence that course content has been produced in collaboration with or peer-reviewed by an appropriate professional, as follows:
 - a) The material should be developed by or in collaboration with or peer-reviewed by an HCP.
 - b) The material may be developed by or in collaboration with or peer-reviewed by an HCP or an Association other suitably qualified healthcare professional.

NB. Any peer review activity, as specified above, MUST be undertaken prior to application for ESOT endorsement.

4. The length of the learning activity must be appropriate to the content and the mode of delivery. Activity may include pre-course preparation, contact time and post-course work. Opportunity for participant post course reflection is a mandatory endorsement criterion.
5. The structure of the learning activity and mode of delivery must be considered as part of course development and must be appropriate to course content, length of programme and intended audience requirements.
6. The learning activity programme should display a commitment to diversity and inclusion, evidenced by a balanced composition of the faculty regarding gender, ethnicity, age, geographical area, specialty, etc.
7. The learning activity can be held in any location or country.
8. The learning activity must be conducted in English.
9. The learning activity must:
 - a) include clear learning objectives
 - b) be fully referenced, with up-to-date links
 - c) clearly, indicate sources of information
 - d) ensure that the material is up to date and in-line with the evidence base, best practice, and guidelines
 - e) ensure that the material has been linked to ESOT policy wherever possible.
11. ESOT will seek assurance that those involved in course delivery have appropriate teaching or training experience when applicable.
12. Any partnership/sponsorship arrangements should be explicitly specified within the application.

Application process

Each endorsement application will be assessed on the criteria above and the related form should include the following:

- learning activity information (title, dates, location) and important deadlines (abstract submission, early registration fees, etc.)
- learning activity description (max. 250 words)
- official website and social media information (i.e. Twitter account, Facebook page, main hashtags, etc.)
- clear definition of intended audience
- clear learning objectives and expected outcomes and description of how the learning activity develops the participant
- evidence of provision of post-course reflection activity
- description of how the learning activity is evaluated
- copy of the programme, module descriptor or other relevant supporting evidence

- evidence of peer review and or collaboration with an appropriate professional (as per criteria no.3)
- justification for length of programme and mode of delivery
- CVs of relevant staff
- identification of any partnership arrangements
- invoice details
- all associated documentation (budget, project plan, etc.)
- banner of the event (.png format 1200x630).

Applications will be processed on receipt of the completed application form, together with supporting information.

An initial application may take up to six weeks, therefore please submit your application in good time. Late applications will be processed, however, the marketing of your learning activity cannot be guaranteed. Please submit your application by e-mail to Denise De Salvo at denise.desalvo@esot.org.

Fees

Successful applications will be subject to an additional endorsement fee – which is non-refundable – of EUR 10,000.

ESOT reserves the right to review the fee on an annual basis.

Successful endorsement

On approval, ESOT will send confirmation of endorsement to the applicant and the endorsement fee will be invoiced. The confirmation will detail the terms and conditions, statements that can be used in respect of endorsement and the duration of endorsement.

Promotional aspects

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

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

ESOT, on its behalf, will provide the applicant with the ESOT logo (.ai/.png format) and will advertise the learning activity through its main communications channels:

- Monthly newsletter [first available spot]
- “Events” calendar of the ESOT website (Events section “Other organiser”)
- Posts on selected ESOT social media (Twitter and LinkedIn), with a minimum of one per channel.

Post-event requirement

The applicant will provide the ESOT Office with:

- Post-meeting evaluation report

Duration of endorsement

Once a learning activity is successfully endorsed, the endorsement is valid for a period of the duration of the activity. If a learning activity is repeated throughout the year, the organisers must inform ESOT about of the dates. When the endorsement has expired and if there are no changes to the content or delivery of the learning activity, only the endorsement fee will be charged.

If there are changes to either the content or delivery an application for endorsement will have to be re-submitted.

NB. It is the responsibility of the applicant to re-submit for annual endorsement, although ESOT will endeavor to issue a reminder prior to renewal date.

Endorsement can be sought for a learning activity such as a module or programme leading to a recognised qualification which will be available for a number of years. In this case, the endorsement will be valid until the next quality review or validation by the relevant institution and the endorsement fee will be invoiced on an annual basis.

Appeals

In the event that an application is unsuccessful, feedback will be provided, and re-submission is permitted. Re-submissions are charged at the application fee rate and the documentation will be sent to a second independent assessor. If the outcome of this assessment differs from the original, or if the applicant wishes to pursue an unsuccessful appeal further, the documentation will be submitted to ESOT Committee for a full and final decision to be taken.

Terms and conditions

1. ESOT is not responsible for the delivery of any part of the learning activity.
2. ESOT accepts no responsibility for how the content of the learning activity might be interpreted by the individual(s) undertaking the learning activity and how the individual(s) may apply the knowledge gained.
3. ESOT reserves the right to refuse or remove endorsement of a learning activity in response to participant feedback, professional body, or specialist group concerns. This may include endorsement by another organisation.
4. Course documentation of learning activities endorsed by the ESOT must clearly state endorsement by the use of the endorsement logo.
5. Endorsement applies only to the learning activity and not to any individual who participates in it.
6. If the learning activity provider does not pay a renewal fee, all references to ESOT endorsement must be removed from promotional or learning activity material.

7. ESOT reserves the right to withdraw endorsement if there are:
- a. any significant changes to content
 - b. any significant changes to the delivery format
 - c. failure to disclose significant changes to presenters
 - d. misuse of ESOT endorsement logo
 - e. Concerns raised regarding the programme / evidence base.