

# Heart Failure Association (HFA) of the European Society of Cardiology

## Constitution and Rules for Management

### BYLAW 1

## Organisation of the HFA Congress

### PURPOSE OF THE HFA CONGRESS

The HFA Congress is a European event, where anybody interested or actively involved in managing the growing burden of heart failure can learn information, learn skills, develop his professional skill and network.

### CONGRESS OWNERS

The Annual Heart Failure Congress of the Heart Failure Association (HFA) of the ESC is organised by the BOARD of the HFA. The President and President-Elect of the Congress are the President and President-Elect of the HFA.

The Congress Scientific Chairman is nominated by the HFA Board.

The ESC Congress Division currently provides the administrative support of the congress organisation.

### HFA BOARD

The HFA Board selects the venue and dates for future Congress upon proposal and investigations by the ESC Congress Division and in respect to commonly agreed upon the ESC Congress Division venue selection criteria.

The President of the HFA of the ESC, on behalf of the HFA Board, signs the ESC Congress Division congress management contract.

The HFA Board designates the chairman of the Scientific Committee.

The HFA Board designates the Congress Scientific Committee upon proposal of the Scientific Committee Chairman.

The HFA Board designates one or more persons who will provide the ESC Congress Division with contact information on potential sponsors and their interests within the context of the Congress.

All HFA Board members of the HFA are active in the scientific programme of the congress (speaker and/or chairpersons).

The HFA Board bears ultimate responsibility for the conception and organisation of the scientific scope, content and format of the Congress with respect to ESC Congress Division deadlines attached to the contract.

### CONGRESS SCIENTIFIC COMMITTEE

The Scientific Chairman presents the learning objectives (information, skills, attitude, network) of the congress and the means to reach these objectives to the HFA Board.

Tuesday, 16 June 2009

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*To improve quality of life and longevity, through better prevention, diagnosis and treatment of heart failure, including the establishment of networks for its management, education and research.*

The Scientific Chairman suggests names of the Scientific Committee members to the HFA Board.

The Scientific Chairman outlines the programme with the input and support of the scientific committee in respect to the learning objectives and means validated by the HFA Board.

The Scientific Chairman prepares the welcome addresses for the publications. It is co-signed by the HFA-President and President-Elect.

The Scientific Chairman is the unique point of contact for the ESC Congress Scientific Department.

Secretariat & local expenses of the Scientific Chairman is budgeted beforehand, with a maximum amount defined by the HFA Board.

## **ESC CONGRESS DIVISION**

The ESC Congress Division is responsible for collecting, compiling and presenting to the HFA Board and/or Scientific Committee material and/or procedures relative to the congress organisation.

*However*, it is the responsibility of either or both of the Committees to validate or complete any proposed material or procedures.

### **Overall Congress Management**

Congress definition

Congress planning (timing, resources)

Congress implementation & coordination & quality control

Monitor the progression of key event components: registration, abstract-based scientific programme, pre-arranged scientific programme, industry relations & sales, social events, hotel accommodation

Reporting to stakeholders & management

Analysis of production processes

### **Financial Management**

Develop financial / budgetary model

Build and implement detailed congress budget (including volumes and pricing)

Congress budget forecast & report to Committee

Supplier sourcing, negotiation & management

Cost control, efficiency

Monitor & encourage revenue, credit control

### **Venue, Infrastructure & local relations**

Evaluate, define and provide event infrastructure appropriate to budget and requirements in terms of space, educational areas, exhibition areas & ancillary areas

Define and provide appropriate logistical services

Bring together and coordinate temporary team of key local players such as Convention Bureau

### **Communication & Promotion**

In consultation with congress owners define event identity event graphic ID, visual and written style

In consultation with congress owners establish key audiences in terms of specialty and demographics, both primary audiences and potential 'new' targets and thus:

Define number and nature of event programmes and documents plan dates

Define and coordinate printed document contents

Define and coordinate web profile, content and timing

Define and coordinate use of electronic media (emailing, web links etc)

Define and coordinate event-based promotion

Define and coordinate advertising in journals etc.

Arrange strategic partnerships with publishers, event organizers, other Associations etc

Elaborate and participate to other congresses (stand, speakers) in non European countries (Australia, USA)  
Research new media and 'communication' suppliers  
Monitor & evaluate effectiveness of above redevelop communication strategy accordingly