

## ESC Policy for Scientific Endorsement of Live Educational Events – in Person and/or Online

### Preamble

This policy applies to all organisers of live educational events – in person and/or online – who wish to use the label ‘Endorsed by the ESC’ or ‘Endorsed by ‘one of ESC subspecialties’’.\*

Use of such designations is subject to approval by the ESC Education Committee and must not be advertised or applied in any way before it is granted.

ESC and subspecialty endorsement is an official recognition that your event complies with ESC standards – both in format and programme – according to a set list of criteria defined to evaluate educational events. It allows you to officially use the ESC or subspecialty association logo on your event.

The ESC will only consider endorsement of live educational events **in person and/or online\*\*** in the format of meetings/courses/congresses.

\* ESC subspecialties: ACNAP, ACVC, EACVI, EAPC, EAPCI, EHRA, HFA, ESC Councils, ESC Working Groups  
[\[https://www.escardio.org/Sub-specialty-communities\]](https://www.escardio.org/Sub-specialty-communities)

\*\* In-person event is one taking place physically/ face-to-face on a specific date in a venue.  
Online event is one taking place on a specific day(s) and time that involves people interacting in a virtual/online environment.

**Webinars and university courses are not included in the ESC Endorsement Policy for in-person and/or online events.**

### Endorsement Criteria

1. The event must be based on recent ESC Guidelines and/or ESC constituent bodies consensus documents, which also must be clearly visible in the programme and/or site of the event.
2. The event must not promote single products or devices. Therefore, monosponsored events are not endorsable. In case of multisponsorship, commercial bias must be prevented.
3. The event organiser should inform their National Cardiac Society of the event and, whenever possible, involve them.

Our mission: to reduce the burden of cardiovascular disease. 

Headquarters: The European Heart House - Les Templiers - 2035, Route des Colles - CS 80179 BIOT - 06903 Sophia Antipolis Cedex - France  
Tel. +33 (0)4 92 94 76 00 - Fax. +33 (0)4 92 94 76 01 - [www.escardio.org](http://www.escardio.org)

European Heart Agency: 29, Square de Meeus - 4th floor - B-1000 Brussels - Belgium - Tel. +32 (0)2 274 10 70  
SOCIETE EUROPEENNE DE CARDIOLOGIE Association loi 1901 - Déclaration du 08/04/1992 N° 1/10006 J.O. N° 18 du 29/04/1992 - SIREN 403 299 480  
Association immatriculée au registre des opérateurs de voyages n° IM006110075



European Society  
of Cardiology

4. The event organiser should clearly define the learning objectives and expected outcomes in the application form.
5. The scientific programme may be presented in the national language, as long as there is an English version of the programme.
6. The event organiser should strongly encourage case-based presentations.
7. The event should be interactive to better engage participants using group discussions, breakout sessions and/or voting. For online events, requesters should describe interaction tools available to support online participation and engagement.
8. The event organiser should identify learning needs and assess them using evaluation mechanisms, such as pre- and post-testing.
9. The event should be open to all persons interested in attending, without restricted access.
10. The event cannot compete with those organized by ESC or its constituent bodies, and it cannot be potentially harmful to the ESC brand and image.
11. The organiser is required to provide feedback on the event (a template will be provided).
12. Submission of the event for accreditation is strongly recommended.

## Submission Process

**Application form: Complete an endorsement application form online three months before** the date of the event. [https://escardio.formstack.com/forms/esc\\_endorsement\\_live\\_events](https://escardio.formstack.com/forms/esc_endorsement_live_events)

- **Scientific review:** The Scientific Programme will be reviewed by the ESC Education Committee and must comply with the ESC endorsement criteria as detailed above.
- **Decision:** One month after you complete the submission, you will be informed by email whether the endorsement has been granted.
- **Contract and fee:** Endorsement is subject to a contract between the requester and the ESC to define the roles and duties of each party, as well as the fee payment.

**Please note that endorsement may be granted or withheld at the ESC's sole and absolute discretion.**

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## Benefits and Commitments

### Benefits

- Scientific Programme review and feedback provided by the ESC Education Committee Task Force
- Promotion of the event on the ESC website (link to page)
- Use of ESC/subspecialty logo on the event programme bearing the mention 'Endorsed by...' (only the logo provided by the ESC to organisers can be used)

### Commitments

- Inform the local National Cardiac Society (as applicable)
- Promote ESC/Association Membership via a link posted close to the endorsement visual (link provided by ESC)
- The organiser shall contract the sponsors under its own name. Multi sponsoring is required.
- The organiser shall ensure that the Licensed Materials will be used for the sole purpose of identifying and promoting the Event.
- Deliver the event in compliance with ESC endorsement criteria
- Provide a report 30 days after the event (template made available)

## Fees

Category – In-Person/Online	ESC Endorsement	Subspecialty Endorsement
Cat. 1 <sup>[1]</sup> : 1 Lecture Room <sup>[2]</sup> / 1 Track <sup>[3]</sup>	€2,000	€500
Cat. 2: 2 Lecture Rooms <sup>[2]</sup> / 2 Tracks <sup>[3]</sup>	€3,000	€1,000
Cat. 3: 3 Lecture Rooms <sup>[2]</sup> / 3 Tracks <sup>[3]</sup>	€5,000	€2,000

[1] Applicable fee for nurses and allied professionals events and/ or events held in a low-income country [as per New World Bank country classifications by income level: 2020-2021], regardless of number of lecture rooms or tracks

[2] Excluding Breakout Rooms

[3] Definition of a track = a sequence of non-time-conflicting sessions (not in parallel)

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## **Cancellation and postponement Policy for endorsed Live Events**

### **Cancellation**

Please note that endorsement fees are not refundable for endorsed events that are cancelled.

### **Postponement**

In case your endorsed event is postponed, within a year after its original date, the endorsement may be carried over to the new date, provided the scientific programme is unchanged. The final decision (to carry over the endorsement) is subject to the Endorsement Task Force validation.

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