

ESC Endorsement Policy for Live Events in General Cardiology

What is ESC Endorsement and when should an endorsement request be completed?

Organisers of Live Events (*) – in General Cardiology - seeking collaboration with ESC (**) in the organisation or development of their educational programmes, should **systematically complete an online endorsement request**.

Subspecialty live event programmes will be reviewed by relevant constituent bodies.

* Live event = meeting, congress, course with physical attendance of participants

** Collaboration with ESC = inviting ESC speakers/ Key Opinion Leaders and/ or using ESC branding and name and/or using Educational Content developed by ESC Speakers

1. The endorsement request can only be submitted:

- ✓ online
- ✓ for live events
- ✓ in General Cardiology

[https://escardio.formstack.com/forms/esc_endorsement_live_events]

2. The Scientific Programme will systematically be reviewed by the ESC Education Committee and **must comply with the ESC Blue print** (set of rules):

- It must not promote single products/devices.
- Learning objectives and expected outcomes must be clearly defined.
- The programme must be based on recent ESC guidelines/ESC consensus documents. Case-based presentations are strongly encouraged.
- It has to be interactive to better engage participants (via group discussions, breakout sessions, voting...)
- It should align with identified needs and assess progression, an evaluation mechanism must be implemented (pre- & post-tests).
- Feedback on the event is required.
- Local National Cardiac Societies should be informed of the event and be involved in it if possible.

3. Endorsement is subject to a **contract** between the requester and the ESC, defining role and duty of each party, as well as to **fee payment**.

4. There are 3 different types of endorsement and related fees

- ✓ ESC Member courses organised jointly with NCS
- ✓ ESC Branded programmes (ESC Update programme, ESC Grand Courses, Highlights of ESC)
- ✓ Other events “in collaboration with the ESC”

To reduce the burden of cardiovascular disease in Europe

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SOCIÉTÉ EUROPÉENNE DE CARDIOLOGIE Association loi 1901 - Déclaration du 08/04/1992 N° 1/10006 J.O. N° 18 du 29/04/1992 - Association agréée de tourisme n°AG.005.00.0002

6. Type of Event

a. **ESC Member Course - National Cardiac Society**

5 - Year contract (year 1: 0€ then 5 000€/year).

It includes:

- Use of ESC Logo*
- 1 day or 2 half days course
- 2-3 guidelines selected jointly with NCS
- 200 pocket guidelines/title
- flights for 2 presenters (local language)
- Scientific Programme reviewed by ESC Education Committee
- Scientific content published on escardio.org
- Visibility “Continuing Education & Training Catalogue”

b. **ESC Branded programme (ESC Update programme, ESC Grand Courses, Highlights of ESC)**

10 000€ / Event

It includes:

- Use of ESC Logo*
- Scientific Programme reviewed by ESC Education Committee
- Scientific content published on escardio.org
- Visibility “Continuing Education & Training Catalogue”

c. **Other events “in collaboration with the ESC”**

Quotation upon request

It includes:

- Use of ESC Logo*
- Event Name + “in collaboration with the ESC”
- Scientific Programme reviewed by ESC Education Committee
- Scientific content published on escardio.org

*According the specific rules as set out by the ESC

Nota Bene

ESC reserves the right to modify the fees any time and at its discretion. The requester will be informed in due time. The requester can be asked to provide ESC with free exhibition space during the endorsed event (9m²).