

EASL GUIDELINES FOR ENDORSED MEETINGS

Principles

The European Association for the Study of the Liver (EASL) receives many requests each year from other organisations asking EASL to endorse their activities. This document details the conditions and policy under which the EASL name and logo can be used.

Limitations/eligibility criteria

- The event content should be focused on the liver and liver diseases.
- The scientific value of the event should be evident, as reflected by the selection and status of the speakers, and their expertise in the field.
- The scope of the meeting shall be non-for-profit.
- Non-profit, independent, academic medical associations, national medical societies and international organization with a focus on health are eligible to apply.
- Groups without a formal structure are not eligible for endorsement.
- The meeting Organizer(s) should be EASL Member(s).
- The speakers should be from different countries and some must be EASL Members.
- 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 EASL activities, both in terms of topic/scientific programme, location and date.
- EASL will not provide any financial support to the event.
- EASL limits its involvement to the acknowledgment of the scientific value of the event.
- The event cannot be organised or owned solely by the industry - it should be multi-sponsored.

Operational aspects

- All requests for endorsement should be addressed to the EASL Office.
- Applications are submitted online throughout the year. All documents are to be submitted exclusively in English.
- Applications for endorsement are reviewed by the EASL Governing Board during four review sessions in March, June, September and December.
- Applications should include:
 - Preliminary programme and list of speakers
 - Event information (title, dates, location)
 - Official request of endorsement
 - List of sponsors/event supporters
 - Itemized budget
 - Declaration of non-for-profit scope of the meeting, available for download on the EASL website
- The EASL Governing Board will not be involved in the creation or organization of the event

Responsibilities of the EASL Office

- Endorsed meetings will be advertised by EASL through its communications channels.
 - Minimum 1 post on the EASL bi-weekly newsletter reaching out to more than 7,000 subscribers
 - 1 or 2 Facebook posts targeting 7,000 followers of the EASL – The Home of Hepatology page
 - 2 or 3 tweets or retweets by the official twitter account @EASLnews

- Place on calendar on the EASL website
- EASL Office will provide the meeting organizers with the EASL logo (web and print version)
- EASL Office is unable to provide statistics on social media promotion
- No digital promotion is available during March, April and August

Responsibilities of meeting organizers

- Organizers will provide the EASL Office with:
 - Full event title, location, dates and venue of the meeting
 - Official website address
 - Scientific programme and upcoming deadlines
 - Social media information i.e. twitter handle, Facebook page, hashtags
 - a high-resolution logo/banner that can be used to illustrate the endorsed event
 - **Accounting reports after the meeting**
 - Post-meeting evaluation report provided by the EASL Office
- EASL logo should appear in the meeting materials and meeting website and shall be linked to www.easl.eu
- The meeting should promote EASL activities and membership. This can be achieved by:
 - complimentary on-site exhibition / booth space
 - Display EASL brochures onsite during the endorsed event
 - promotional mailers to the delegates
 - Video presentation about EASL, its services and benefits
 - Others.

Use of EASL name and logo

- a. The association's insignia (logo) and name is a registered trademark and the property of EASL. They cannot be used in any way, for any purpose or at any time (including but not limited to announcements, invitations, emails, Web publications, etc.) without the expressed written permission of EASL.
- b. The "EASL Endorsed Event" logo is granted only for use on official documents related directly to the endorsement and the endorsed event
- c. The insignia can only be used as designated and must be approved by EASL. Any use of the EASL brand name should be approved by the EASL Office. A copy or sample of any such material produced by affiliate groups for public relations or public information must be sent to the EASL Office for informational purposes.

Application and review process (for internal use)

Deadline to receive all applications online	Throughout the year	Throughout the year	Throughout the year	Throughout the year
The EASL Office compiles excel summary table, checks that all applications are complete & contacts applicants who have not submitted all documents correctly	Mid- March	Mid-May	Mid-August	Mid-November
Deadline to submit complete excel summary table & application files of all applicants to the EASL Scientific Committee Members	Mid- March	Mid-May	Mid-August	Mid-November
The EASL Scientific Committee Members make their comments and recommendations to the EASL Governing Board who take the decision whether to endorse the event or not	During March GB	During June GB	During September GB	During November-December GB
Deadline for the EASL Office to notify all applicants (successful & unsuccessful)	End of March	End of June	End of September	End of December
Web team post successful applications on the EASL website	Upon notification to the applicants	Upon notification to the applicants	Upon notification to the applicants	Upon notification to the applicants