



RACP POLICY ON ENDORSING INTERNATIONAL CONFERENCES

Department	Fellowship Relations
Owner	Director, Fellowship Relations
Approved By	Board
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Associated Policies, forms or documents	International Conference Endorsing Checklist, RACP Business Case Template, Access to Funds Generated from Congresses/ASMs Policy, Sponsorship Policy, Guidelines Where RACP is a Junior Partner in Annual Scientific Meetings
Document Name and File Location	Intranet_____



Table of Contents

1. Purpose.....	3
2. Context.....	3
3. Scope	3
4. College Values, Regulatory and Financial Policies	3
5. Definitions	3
6. Principles.....	4
7. Business Case, Checklist and Budget.....	7
8. Assessment and Approvals	8
9. Monitoring and Evaluation	8



1. Purpose

The purpose of this policy is to state the principles and actions required to enable the College to clearly and transparently assess the merit of endorsing a bid to host an international conference. It outlines the information and processes required to determine the balance of opportunities and risks involved in providing financial and/or logistical support for delivering an international conference.

2. Context

At various times the College receives requests from its Divisions, Faculties and Chapters (DFaC) to endorse a bid to host an international conference. Supporting a bid can involve large financial investments and risk for the College, substantial investment of Fellow and staff time and effort as well as, pose a potential risk to the reputation of the College. Endorsing a bid could also provide opportunities for financial benefit, enhancing the reputation of the College and increasing member satisfaction.

3. Scope

This policy applies to all RACP Members and staff involved in development of a bid proposal as well as Members and staff involved in the planning or delivery of an international conference should the bid be successful.

4. College Values, Regulatory and Financial Policies

The RACP has a number of specific policies in relation to College values, regulatory and financial policies. For favourable consideration of a bid by the Fellowship Committee, Finance Committee and the Board, a proposing body needs to work closely with the College from the initial stages of the development of the bid to ensure all College values and relevant policies and processes are complied with.

5. Definitions

- 5.1. For the purpose of this policy, endorsement of an international conference refers to a formal arrangement in which the RACP decides to bid to host an international medical conference. This may require the provision of a significant financial investment and other College resources into the planning and delivery of a conference and brings with it potential financial and reputational risk.
- 5.2. For the purpose of this policy, an international conference event refers to international medical conferences and international Annual Scientific Meetings to be hosted by the College in either Australia or New Zealand.
- 5.3. The proposing body is the specialty area requesting the College submit a bid to host an international conference on their specialty area of expertise. A request from a State Committee or individual Fellow must be recommended for progression by the Council of the relevant DFaC specialty area prior to any further assessment being undertaken.



6. Principles

6.1. The College wishes to encourage speciality areas to submit requests to the College to endorse bids for international conference bids.

6.2. In the interests of good governance, equity and transparency requests for endorsement are assessed against some common principles and criteria.

6.3. Assessment Principles

The following assessment principles are to be addressed in a robust business case and budget which, together with a checklist, are to be submitted with a request to the College Board, Finance and Fellowship Committees to endorse a bid for an international conference.

6.3.1. Alignment with strategic objectives of the College

The College will only endorse a bid for an international conference if the event facilitates at least one of the College's strategic objectives:

- RACP is a preferred educator and assessor of physician performance
- RACP shapes the medical workforce agenda
- RACP is a respected supporter of research
- Provides value for Members
- RACP is able to shape the health policy agenda
- A robust and effective College.

6.3.2. Meets financial objectives

The conference must meet the following key RACP financial event objectives:

- The event is self-funding, through registration fees and sponsorship income
- It breaks-even with minimum numbers but is geared towards making a surplus
- The event limits the College's financial liability and maximises coverage against potential losses.

6.3.3. Risk

Any request to the College to submit a bid to host an international conference must identify exposure to financial, work health and safety, operational and legal and compliance risks and document strategies to minimise and manage the risks including whether the College has the right to:

- approve/authorise/negotiate all contracts
- negotiate, or at a minimum approve/not approve, sponsorship arrangements
- approve/not approve speakers and other event stakeholders
- approve/not approve media coverage.



6.3.4. Relevance to Members

The College only supports bids that:

- Are of interest to a large majority of College Members in the relevant College Body
- Are educational
- Are topical and relevant, offering a program that delivers leading, cutting edge speakers and world-class content
- Facilitate connections between attendees
- Provide CPD opportunities for College Members.

6.3.5. Opportunity for sponsorship

- The event must deliver financially viable and beneficial sponsorship that aligns with College values.
- Sponsors will not always be identified in the bid process but in circumstances where the College endorses a bid, the College is to have the ability to negotiate sponsorship opportunities, or, at a minimum, to approve / not approve a proposed sponsor. This ensures all sponsorship agreements support and enhance the position of the College and do not compete with other College events.
- Sponsorship opportunities must seek to include at least one of the following:
 - engagement of world class speakers and cover speaker costs in accordance with the College's speaker guidelines
 - direct attendee benefits, such as discounts on products and services that enhance Members lives, such as medical insurance
 - enhancements for a delegate's professional or career development.
- The College also assesses sponsorship opportunities according to the income they generate, relative to the conference budget. At a minimum sponsorship helps deliver a break even event. Minimum sponsorship income levels relative to delegate numbers must be applied.
- Sponsorship would not be deemed suitable if it was with an alcohol, tobacco or gaming provider.

6.3.6. Positive impact on College reputation and brand

The College will only endorse bids that are deemed to strengthen the College brand and strengthen its reputation. The bid must therefore align with the College brand and strategic objectives and not pose any reputational risk or brand conflict.

Prior to the endorsement of any bid, the College will insist the conference deliver the College:

- Sponsorship or branding rights which strengthen the Colleges strategic objectives



- Speaking and networking opportunities
- Hosting rights and recognition through prominent brand presence in all event materials. For example 'proudly supported by...'
- A conference booth in a prime location
- The opportunity to provide promotional material in conference packs
- Advertising opportunities across all event channels
- VIP invitations to sessions and social events, and acknowledgement at these.

The College only considers endorsing bids where there is agreement for the College to retain veto rights on speakers, sponsors or other service providers to ensure event partners signed up at a later date cause no brand conflict or are out of alignment with College values.

6.3.7. Media opportunities

For a bid to be endorsed the College requires a strategy for the media coverage to be achieved around the event, ensuring the College receives adequate exposure. Agreeing to a bid requires some or all of the following:

- Being recognised in all media as 'proudly sponsored by'
- Having access to event related media opportunities
- Being referenced in all media releases
- Having the opportunity to leverage media opportunities
- Having VIP access and presentation opportunities at related media events.

6.3.8. Equity and exposure

Requests to deliver conference bids are considered on a fair, equitable and transparent basis. No one Division, Faculty or Chapter has a better chance of being supported than others.

To protect against over exposure and keep to a tolerable level at any point in time, a maximum of one large scale conference is endorsed per year. This may require College support to rotate across Divisions, Faculties and Chapter on an annual basis.

6.3.9. Assists College development

Likelihood of agreement to endorse an event is increased by its ability to enable the College to:

- Use and increase its in-house expertise in event management. Will the event be organised by the College or a external professional conference organiser (PCO) approved by the College?



- Increase and consolidate the perception of the RACP as a modern and progressive College and pre-eminent Australasian provider of health events.

7. Business Case, Budget and Checklist

Any request to the College to bid to endorse an international conference requires the submission of a robust business case and budget to the Finance Committee and the Board as well as submission of the checklist (templates attached).

7.1. Business Case

Formal requests for endorsement require submission of a robust business case. The business case is developed in partnership between the College and proposing body.

The business case articulates:

- alignment to agreed principles
- the roles of respective parties including:
 - the process for selection of the Local Organising Committee (LOC) by a fair EOI and inclusion of appropriate senior College representation on the LOC
 - determination and agreement by the College of the roles and responsibilities for all parties i.e. the role of the College, the Division, Faculty or Chapter, LOC, the PCO College Events Unit and other partners including the venue, sponsors, and those providing seed funding
- whether the event requires financial underwriting by the College and the maximum financial liability
- the risks and the mechanisms for limiting these including a mechanism for limiting the College's liability and covering potential losses (for example with event insurance)
- Scope of the work for the successful planning and delivery of the bid and event. Include a summary list of tasks to be performed including timelines e.g.:
 - Finance Committee and Board approve support for bid by [insert date]
 - Provide letter of support by College to support bid by [insert date]
 - Venue site visit if bid short listed
 - Contract between ... and ... finalised
 - LOC is set up by [insert date]
 - LOC work with PCO to present Business Plan no later than [insert date]
 - LOC work with PCO to present status of Congress venue, hotel and social program no later than [insert date]
 - LOC work with PCO to present first Congress Balance Sheet and Accounting report no later than [insert date]



- LOC work with PCO to present a functioning Congress website no later than [insert date]
- LOC work with PCO to identify sponsors/speakers no later than [insert date]
- The College Communications team to work with PCO to generate media opportunities to promote College's role in the event.

The business plan template is attached at Attachment 1.

7.2. Budget

A well-developed robust budget must be reviewed by relevant College events staff and stress-tested by senior College financial / commercial staff prior to submission with the business plan.

The budget template is attached at Attachment 2.

7.3. Checklist

Formal requests for endorsement require submission of a checklist outlining the adherence to the criteria with which proposals must comply.

The checklist template is attached at Attachment 3.

8. Assessment and Approvals

- Proposals must be developed with sufficient lead time to ensure the College is able to undertake due diligence and the correct approvals process can be followed.
- Once completed, the business case is verified and endorsed, or not endorsed, by the Activity Manager (Senior Executive Group) and Activity Sponsor (Senior Leadership Group) before being provided to the Director, Finance for assessment prior to submission to the Finance and Fellowship Committees for approval.
- The Finance and Fellowship Committees will assess the suitability of a request for endorsement at their regular meetings. They will make a recommendation to the Board, if required.
- Proposals which clearly stipulate that financial underwriting by the College is not, and will not, be required need only to be reviewed by the Fellowship Committee and do not need to be escalated to the Finance Committee for consideration.

9. Monitoring and Evaluation

9.1. Monitoring

An annual progress report must be provided by the LOC to the Fellowship Committee for review at the final meeting of each year. This report must provide a status update on progress achieved in development of the event and to ensure that any considerations required by the College are being fulfilled.



9.2. Evaluation

At the conclusion of the event it is the responsibility of the LOC to provide an evaluation (written and verbal) and full financial audit of the event to the Fellowship Committee (and Finance Committee if required). This will enable the value obtained for the RACP from the College hosting the conference to be assessed.

The evaluation assists the College to determine the strategic value of supporting such requests and facilitates the College to enhance the assessment of whether to support future requests to bid, to enhance the quality of bids to host international conferences and to enhance the quality of the international conferences the College hosts.

The evaluation must include details of any significant issues identified in any area and suggestions for improvement (if any).

An evaluation template is attached at Attachment 5.

9.3. Reporting

The monitoring and evaluation of individual events endorsed by the College is the responsibility of the Fellowship Committee. A performance report on each event is required to be submitted by the Fellowship Committee to the Board in December of each year.

Attachments

1. International Conference Endorsing Business Case Template
2. International Conference Endorsing Budget Template
3. International Conference Endorsing Checklist
4. Timeline for Seeking Approval to Bid for an International Conference
5. Evaluation Template



Endorsing International Events Business Case

Enter Activity Name

Activity Sponsor:

Activity Manager:

Activity Implementer:



Table of Contents		
Section		Page Number
	Notes to accompany preparation of a Business Case	
A:	Why prepare a Business Case	2
B:	When to prepare a Business Case	3
C:	Stakeholders	3
D:	Submission and Approval	3
	Business Case Template	
1:	Executive Summary	4
2:	Business Case	4-7
3:	Financials	8
4:	Contractual Agreements	9
5:	Additional Information	9
6:	Submission of Proposal	10
7:	Approval to proceed with Activity	10

Notes to accompany preparation of a Business Case

A: Why prepare a Business Case:

As with any organisation the College has finite resources of finance, people, infrastructure, management, time and focus.

Given the finite resources it is critical that the College prioritises and supports the 'right' activities. In this case, the 'right' activities are a balance between the desirability and feasibility of activities to successfully achieve the strategic objectives of the College.

Therefore the Business Case is an internal formal activity proposal that allows an assessment against the criteria outlined in these notes.

All Business Cases will be received and assessed without pre judgement; therefore, it is essential that the Business Case clearly sets out the desirability and feasibility of the proposal and how these two aspects of the proposal are balanced. You should not presume any pre-knowledge of the proposal by the assessor/s; accordingly, as much detail as is reasonable should be provided in the Business Case to assist in the assessment process.



B: When to prepare a Business Case

A Business Case is required for:

- a) An activity that will use College resources (staff, funding, facilities).
- b) A new activity that involves receipt of Government (Federal and/or State) funding.
- c) An activity in which the scale and scope has significantly changed from what was approved in the College Annual Activity Plan.

Note: *These are not interdependent on each other and may be stand alone. If in doubt, regarding the necessity to prepare a Business Case please discuss this with your manager or SEG or SLG member. Furthermore, this document is designed for internal Business cases only please see Director, Finance for external Business Cases.*

C: Stakeholders

Each Business Case requires a:

1. Activity Sponsor (SLG Member)
2. Activity Manager (SEG Member)
3. Activity Implementer (RACP Employee)

D: Submission & Approval

Once completed the Business Case should be verified and endorsed by the Sponsor (SLG) and the SEG Manager (section 6) before being submitted to the Director, Finance for assessment (section 7). The Finance Committee will make the final decision on the Business Case.



Business Case (Form)

Reason for Business Case (check all applicable):

- New Headcount
- New Project/Activity
- Change in current process
- Other (please specify)

1. EXECUTIVE SUMMARY

Provide general information on the business initiative and the proposed activity. Usually, this section is completed after all other sections of the business case have been written. This is because the executive summary should be exactly that, a summary of the detail that is provided in subsequent sections of the document.

2. BUSINESS CASE

2.1 Business Initiative

Describe the business initiative. Where there is a business problem in which the initiative will solve, this section should describe the problem and summarise the approach for how the activity will address the problem.



2.3 Describe the scope of work for the activity.

This section summarises the list of tasks to be performed for the activity to be achieved including timelines. If there are several stages or phases to the scope of work, please complete a scope of work and timeline for each stage or phase.

Scope of work:

Timeline (check applicable timeline):

- <1 month 1-3 Months 4-6 Months 7-9 months 10-12 months >12 months
- > 2 years (please specify number of years)

2.4 Which College strategic objective/s in the SOSD is this activity aligned with? (Please check the one/s most applicable and advise how the event is aligned).

- RACP is the preferred educator and assessor of physician performance
- RACP shapes the medical workforce agenda
- RACP is a respected supporter of research
- RACP provides value for Members
- RACP is able to shape the health policy agenda
- RACP is a robust and effective College



2.5 Anticipated Outcomes.

This section should describe the anticipated outcome if the proposed activity is implemented. It should include how the activity will benefit the College (there can be more than one). Check all applicable:

- Cost Savings (briefly describe what they will be)
- Increase in Efficiency/ Productivity (briefly describe what they will be)
- Reputational (briefly describe how the College reputation will be impacted)
- Improvement in Work Health and Safety (briefly describe what it will be)
- Risk mitigation (refer to section 2.6)
- Improve income (briefly describe how the College income will be improved)
- Other (briefly describe what it will be and its impact)

2.6 Risk Assessment

Describe any risks in undertaking the activity, the likelihood and impact of the risk and how the risk will be managed.

Note: Refer to the [RACP Risk Management Framework](#) on the intranet.

Risk Category (please check)	Description	Strategy to manage risk (briefly describe)
<input checked="" type="checkbox"/> Financial & Asset Loss		
<input checked="" type="checkbox"/> Reputation		
<input checked="" type="checkbox"/> Work Health & Safety		
<input checked="" type="checkbox"/> Operational		
<input checked="" type="checkbox"/> Legal & Compliance		
<input checked="" type="checkbox"/> Other Risk (please specify)		



2.7 Communications Strategy

Describe how the activity will be communicated and the stakeholders involved in the communication process.

3. FINANCIALS

Please complete Event Budget Template and provide as an attachment.

Within the Business Case, please provide a brief breakdown of financial expenditure and profit or loss based on varying attendee numbers. Please also highlight key budget assumptions.

If applicable, refer to the Activity Pricing Template on the intranet (under Policies/Business Services, Commercial and Pricing) and liaise with the Commercial Unit (ext. 2479 or ext. 2278) in calculating the costs and the fee charged.



4. CONTRACTUAL AGREEMENTS

4.1 Will the College be required to sign a formal written contract? (Please check one)

Yes

No

4.2 If Yes, please specify the parties.

5. ADDITIONAL INFORMATION

Describe any additional information you have to assist the assessor in their assessment.

This information can be qualitative and/or quantitative, e.g.: Has the Fellowship been consulted on the proposal? What were the other alternatives considered? Why were they rejected? Etc Outline how the event bid meets the common principles as listed

In order to get approval from the Board to endorse the bid the College must consider some common principles summarised as:

- a) Alignment with strategic objectives of the College
- b) Meets financial objectives
- c) Risk
- d) Relevance to Members
- e) Opportunity for sponsorship
- f) Positive impact on College reputation and brand
- g) Media opportunities
- h) Equity and exposure
- i) Assists College development

Alignment with strategic objectives of the College

Financial Objectives

Risk

Relevance to Members

Opportunity for sponsorship

Positive impact on College reputation and brand

Media Opportunities

Equity and exposure

Assists College development



6. SUBMISSION OF PROPOSAL

Name:

Signature: _____

Activity Sponsor (SLG member)

Date: ____/____/____

Name:

Signature: _____

Activity Manager (SEG manager):

Date: ____/____/____

Name:

Signature: _____

Activity Implementer

Date: ____/____/____

7. APPROVAL TO PROCEED WITH ACTIVITY

Name:

Signature: _____

Assessor (Director, Finance)

Date: ____/____/____

Approver (Finance Committee)

Date: ____/____/____

Attachment 2

Conference Name and Year- Number of Delegates
State, Country

						Notes
Attendee Numbers		e.g. 800	e.g. 1000	e.g. 1200	e.g. 1500	
SUMMARY		Total	Total	Total	Total	
	INCOME					
	Registration Income					
	Complimentary Registrations					
	Social Activities Income					
	Sponsorship/Exhibition/Funding Income					
	TOTAL INCOME	\$	\$	\$	\$	
	EXPENSES					
	Administration					
	Marketing & Promotional					
	Venue Expenses					
	Speakers					
	Gala Dinner					
	Welcome Reception					
	Sponsorship/Exhibition					
	Acompanying Persons Costs					
	Management Fee					
	LOC Planning Meetings					
	Conference Regisration Rebate					
	Total	\$	\$	\$	\$	
	Gross Surplus /(Loss)	\$	\$	\$	\$	
Detail of Income and Expenses						
	INCOME					
Paid Registrations						
	Member early					
	Member standard					
	Non member early					
	Non member standard					
	Member Developing country early					
	Member Developing country standard					
	Non member developing country early					
	Non member developing country standard					
	Member student early					
	Member student standard					
	Non member student early					
	Non member student standard					
	Accompanying persons					
	TOTAL REGISTRATION INCOME	\$	\$	\$	\$	
Social Activities						
	Gala dinner					
	TOTAL SOCIAL INCOME	\$	\$	\$	\$	
Sponsorship/Exhibition/Funding						
	Sponsorship/Partnership					
	Exhibition booths					
	Complimentary booths					
	MCB funding					
	State Government funding					
	TOTAL SPONSORSHIP/EXHIBITION/FUNDING INCOME	\$	\$	\$	\$	

	EXPENSES	Total	Total	Total	Total
Administration					
	Accounting & Auditing				
	Event insurance				
	Disbursements				
	Freight & Courier Costs				
	Stationery				
	Postage				
	Bank Charges/Merchant fee				
	Phone, Fax, Pring - on site				
	Photocopying - on site				
	TOTAL ADMINISTRATION	\$	\$	\$	\$
Marketing & Promotional					
	Concept Development				
	Promotional clips				
	Registration brochure				
	Marketing activities				
	Web hosting				
	Web site design & development - initial				
	Web site - ongoing updates				
	Online forms				
	Printed promotional collateral				
	EDM's design & distribution				
	Call for abstracts - Online set up				
	Event handbook/delegate list				
	Event signange				
	Photography				
	Lanyards				
	Lanyard inserts				
	Satchels				
	Satchel packing				
	Sponsorship prospectus art				
	Certificates of attendance				
	Conference App				
	TOTAL MARKETING & PROMOTIONAL	\$	\$	\$	\$
Venue Expenses					
	Venue Hire				
	Audio Visual				
	IT				
	Morning tea				
	Afternoon tea				
	Wi-Fi				
	TOTAL VENUE EXPENSES	\$	\$	\$	\$
Speakers					
	International speaker fees				
	National speaker fees				
	International speaker airfares				
	TOTAL SPEAKER EXPENSES	\$	\$	\$	\$
Gala Dinner					
	Venue hire				
	Audio visual				
	MC fee				
	MC travel expenses				
	Stage set				
	Entertainment				
	Chair covers				
	Table overlays				
	Table centrepieces				
	Food				
	Beverages				
	TOTAL GALA DINNER EXPENSES	\$	\$	\$	\$

Welcome Reception					
	Audio visual				
	Entertainment				
	Food				
	Beverages				
	Security				
	TOTAL WELCOME RECEPTION EXPENSES	\$	\$	\$	\$
Sponsorship/Exhibition					
	Shell scheme hire				
	Signage				
	Security				
	Poster boards				
	TOTAL SPONSORSHIP/EXHIBITION	\$	\$	\$	\$
Acompanying Persons Costs					
	Accompanying persons costs				
	TOTAL ACCOMPANYING PERSONS COSTS	\$	\$	\$	\$
Management Fee					
	Per delegate fee				
	Per accompanying per fee				
	Sponsorship & exhibition management fee				
	TOTAL MANAGEMENT FEES	\$	\$	\$	\$
Conference Planning Meetings					
	Organisers x X airfare contribution				
	Organisers x X x X night's accommodation				
	Organisers x X hotel transfers				
	Organisers meeting venue, catering & dinner				
	TOTAL LOC PLANNING MEETINGS	\$	\$	\$	\$
Conference Registration Rebate					
	Non member early bird				
	Non member standard				
	Developing country non member early bird				
	Developing country non member standard				
	Non member student early bird				
	Non member student standard				
	TOTAL LOC PLANNING MEETINGS	\$	\$	\$	\$

Attachment 3 - International Conference Endorsing Business Case checklist

International Conference Endorsing Checklist

Event Name: _____

Location: _____

Event Date: _____

Area of the College:

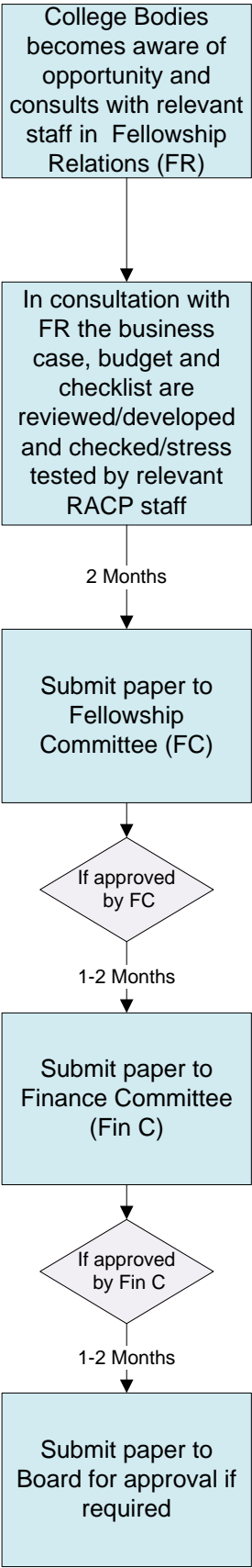
Entire College AMD PCHD AFOEM AFRM AFPHM CCCH

AChAM AChPM AChSHM Speciality Society _____

Other _____

Overview	Yes	No
Has College International Conference Endorsing Business Case template been completed?		
Has a budget been developed which has been stress tested by senior College Finance staff?		
Has the budget been reviewed by other relevant College staff? [e.g. Events staff]		
Does this event require financial underwriting by the College?		
Have budgets for the last three events been received and reviewed?		
Will the event be covered by insurance? [E.g. Event cancellation insurance]		
What is the maximum financial liability?	\$	
Is this event relevant to College members? [Will the event be of interest to College members? Is the event educational? Can members obtain CPD points?]		
Is this the only request from this area of the College to endorse a bid for an international conference within three years either side of this event?		
Will the event be organised by the College or a PCO approved by the College? [Please circle as relevant]		
Has the Local Organising Committee (LOC) been selected via a fair EOI process?		
Does the LOC include appropriate senior College representative?		
Have the roles and responsibilities for all parties been determined and agreed by the College? [I.e. the role of the College, the DFaC, the LOC, the PCO, and other partners including the venue, sponsors, and those providing seed funding?]		
Does the College have the right to approve/ authorise/ negotiate all contracts? [Please circle as relevant]		
Does the College have the ability to negotiate sponsorship? [Is the College able to authorise sponsors? Can the College refuse sponsorship?]		
	Approve	Not approve
Does the College have the right to approve / not approve speakers?		
Does the College have the right to approve / not approve other event stakeholders? [Can the College reject event stakeholders (e.g. PCO, seed funding providers etc.) signed up at a later date to ensure no brand conflict?]		
Does the College have the right to approve / not approve media coverage?		

Timeline For Seeking Approval To Bid For An International Conference



**Attachment 5 – Evaluation template**

Evaluation Template	
Performance of event against agreed KPIs	<p>Examples:</p> <ul style="list-style-type: none"> • Attract more delegates than previous similar event • Conduct seamless awards program • Obtain minimum agreed levels of sponsorship and exhibition revenue • Financial success-achieve a profit
Overview of program	<p>Consider including:</p> <ul style="list-style-type: none"> • Dates speakers were invited/finalised, program matrix drafted, early bird registration closed • Details of provisions and financial support provided to speakers • Numbers of abstracts received and total and individual session attendance
Sponsorship	<p>Include:</p> <ul style="list-style-type: none"> • Sponsorship total, confirmed sponsors and amounts • Details of sponsored events e.g. sponsored breakfasts/workshops
Industry exhibition	<p>Consider including:</p> <ul style="list-style-type: none"> • Numbers, location individual amounts paid and total income • Exhibition floor plan
Marketing and promotion	<p>Consider including:</p> <ul style="list-style-type: none"> • List of methods of promotion • Promotion timeframe • Who was responsible for promotion and a description of promotions • App usage statistics • Issues/suggestions for improvement
Delegate numbers and registration fees	<p>Include:</p> <ul style="list-style-type: none"> • Breakdown into fulltime, complimentary, day delegates, paying/not paying, complimentary, Trainees, Fellows etc.
Congress venue and accommodation	<p>Include</p> <ul style="list-style-type: none"> • Congress venue, meeting spaces, Used by, Dates used • Hotels-room types, costs, dates used, staff accommodation



Social Program	Include: <ul style="list-style-type: none"> • List of all events e.g. trainee dinner, venue, date, ticket cost, attendance
Congress Evaluation	Include: <ul style="list-style-type: none"> • Mode of conduct, response rate, who responded • Details of responders and responses to each question