



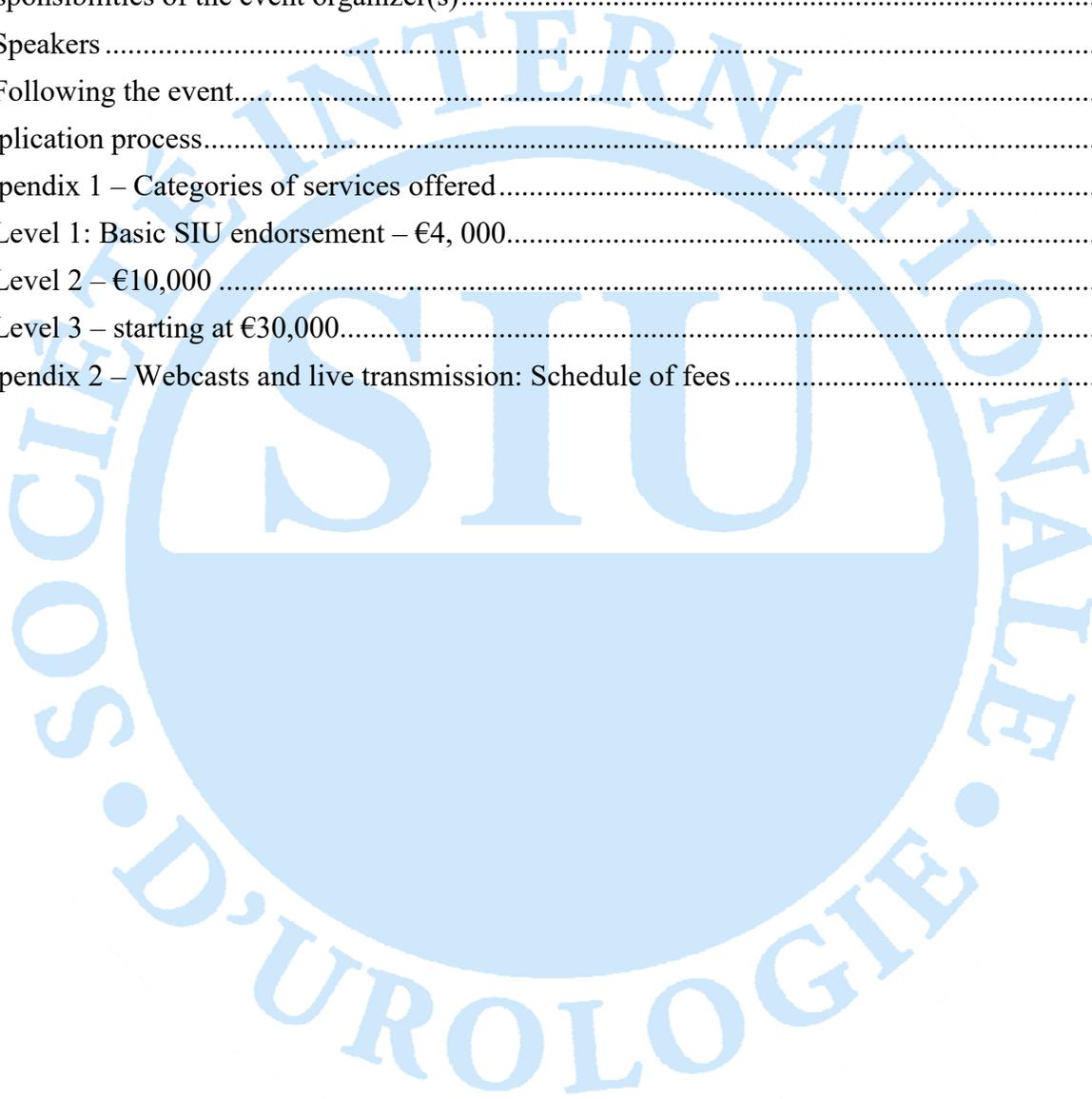
SOCIÉTÉ INTERNATIONALE D'UROLOGIE

ENDORSED EVENT
CODEX

Revised – February 2019

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**WE BRING
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TOGETHER**

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Introduction

SIU-endorsed workshops, lectures, and live demonstrations aim to achieve the following goals:

- Promote teaching
- Influence practice
- Enhance knowledge and/or skills pertinent to the practice of urology

The following CODEX has been developed to ensure that SIU-endorsed educational events meet the Society's standards of education and patient care.

An educational event includes, but is not limited to, didactic presentations to small or large groups during a urological meeting and surgical demonstrations.

The CODEX also establishes the role and responsibilities of the SIU in relation to these events and webcasts, and outlines the different categories of SIU endorsement services available for participating societies. Category descriptions are available in Appendix 1.

The SIU Academy Governance Committee is responsible for reviewing applications. All applications must be sent by email to merveille.desouza@siu-urology.org.

Learning objectives and guidelines

1. The event must be planned to address the identified needs of the target audience.
2. A summary of the results of the Needs Assessment must be submitted with the application.
3. The objectives should be clearly stated early in the planning process, and cases, as well as lectures, should be selected with these in mind. Objectives must be created for the overall event and individual sessions. Learning objectives should state what the participants will learn and/or achieve by participating in the event.
4. Interactivity should be incorporated to stimulate learning. This can be in the form of case examples, workshops, question-and-answer sections or post-lecture reflective discussions.
5. If the course is to be submitted for continuing medical education (CME) accreditation, it must comply with existing local CME regulations. An application for CME credits should be sent to the accreditation body by the course organizers as soon as the scientific programme is in place.

On-site organization and webcast guidelines

1. For sessions that will be streamed live, presentations should be designed to optimize transmission through strategic placement of cameras, adequate audio equipment, high-quality display screens and an experienced and skilled production team.
2. There must be a plan for handling unforeseen events such as loss of audiovisual transmission. Backup material (e.g. video recordings) should be available. The audiovisual team and videographers must read the Technical Requirement Document (available on SIU website), in order to respect the recording format required by SIU to be able to webcast the event.
3. We ask that a few SIU Academy slides be presented to the audience at the beginning of the event. The slides will be provided after approval of the event application.
4. It is imperative that SIU's disclaimers and Recording Announcement slides are shared with the audience at the beginning of the event to inform the attendees that the event is being recorded and may be broadcasted on SIU Academy. The disclaimer and the Recording Announcement slides will be provided after approval of the event application.

Responsibilities of the event organizer(s)

1. The local course director and his/her institution (the event organizers) are responsible for all costs associated with the event. **SIU will not be the source of funding for any aspect of the endorsed event. All costs for the recording and live-streaming of the event are the responsibility of the event organizer.** See "Schedule of fees" available in Annex 2. SIU's level of involvement in the planning, registration and housing, and fundraising for the event will depend on the category of services selected by the event organizers. Category descriptions are available in Appendix 1.
2. The local course organizer(s) are required to:
 - a. Cover the costs of uploading the material on SIU Academy
 - b. Submit a programme overview that will be used in SIU's pre-event promotions.
 - c. Submit 3 to 5 tweets of no more than 280 characters that are content related and can be posted on SIU's social media accounts.
 - d. Submit 3 concise descriptions featuring event highlights to be used in promotional eBlasts.

- e. Submit the visual and the logo of the event in a format adequate for print and digital publications.
 - f. Following the event, submit 3 to 5 print-quality pictures of the event (surgeons, audience, speakers, etc.) to be used for the post-event report and for promotional purposes.
3. For live-streamed events, the event organizer must sufficiently promote participants' ability to attend the meeting virtually via SIU Academy.

Speakers

1. The speaker(s) for each session should include a disclaimer slide at the beginning of his/her presentation outlining any potential conflicts of interest.
2. Each speaker should present the educational objectives of the lecture at the beginning of his/her presentation and include a concluding slide to summarize the key points discussed.
3. Where patient cases are discussed in lectures, the speaker should ensure absolute anonymity of the patient.
4. As much as possible, it is recommended that the speaker offer opportunities for interaction. This can include case studies, Q&A sections or post-lecture discussions or debates with the audience. For events transmitted live on SIU Academy, a moderator must be available to monitor the questions received by the online audience and ensure that they are relayed to, and answered by, the faculty.

Following the event

1. The event director should prepare a report for the SIU Educational Events Committee. This report, which will be used for internal purposes only, should be sent to the Committee within two weeks following the event. As a minimum, the report should include the following items:
 - a. Name of the event
 - b. Location and venue
 - c. Local organizing committee
 - d. SIU representatives (if applicable)
 - e. List of participants
 - f. Learning objectives
 - g. Scientific programme
 - h. Practical organization of the meeting
 - i. Results from participant evaluations (if applicable)

- j. Post-live surgery outcome and confirmation that the patient's identity remained anonymous during the entire procedure
- k. 3-5 print-quality pictures of the event (surgeons, audience, speakers, etc.) to be used for the post-event report and for promotional purposes.

2. The recorded material of the event must be provided to SIU via USB device, external hard drive, sharing websites (e.g. WeTransfer), or FTP link, **no more than 6 weeks after the event.**

Please note that should the video files not be in the required format and/or of insufficient quality, SIU reserves the right not to upload the videos on the portal.

Application process

1. The Applicant **must be an SIU Member** and must submit a formal application to the SIU Academy Governance Committee to request SIU endorsement of their event.
 - a. They must indicate whether they are applying for a live event webcast or to post recorded material on SIU Academy following the event (i.e. video files to be sent only post-event), and select the category of services they wish to receive from the SIU. **We strongly encourage the local organizing committee members to become SIU Members if that is not already the case.**
 - b. If the Applicant and the local organizing committee members are not SIU members, they need to complete the application to become an SIU member and return it with the Endorsed Educational Event application form. **Note that it is important that the application to request SIU endorsement of the event is received a minimum of 8 weeks prior to the event.**
2. The SIU Academy Governance Committee will review the official application and assign an SIU representative as a liaison, if deemed necessary.
3. Based on the Committee's approval, the SIU will send the invoice and an official approval letter to the applicant, which will include information about technical guidelines, as well as requirements for video files.

Appendix 1 – Categories of services offered

Level 1: Basic SIU endorsement – €4, 000

- Use of the SIU logo upon approval of the programme by the SIU Academy Governance Committee
- Conversion and upload of the event webcasts on SIU Academy
- 2 promotional eBlasts (1 prior to event and 1 post-event, once the webcasts are up) sent to the SIU mailing list
- Event added in the Calendar and the “In the News” sections of the SIU website
- Webcasts available on SIU Academy post-event

Level 2 – €10,000

- Live transmission of the event on SIU Academy (**local organizers must cover the AV costs on their end and SIU will cover the live transmission costs**)
- Use of the SIU logo upon approval of the programme by the SIU Academy Governance Committee
- PPT template provided by the SIU
- Assistance with attendee registration:
 - o Create a registration page on SIU’s website and regularly provide the event organizer an updated list
- 3 promotional eBlasts sent to the SIU mailing list
- Event added in the Calendar and the “In the News” sections of the SIU website
- Webcasts available on SIU Academy post-event
- 1 SIU lecturer - Local organizers are expected to cover the housing and travel costs of the SIU representative

Level 3 – starting at €30,000

- Use of the SIU logo upon approval of the programme by the SIU Academy Governance Committee
- Development of the scientific programme in collaboration with SIU-appointed faculty
- PPT template provided by the SIU
- Assistance with attendee registration:
 - o Create a registration page on SIU’s website and regularly provide the event organizer an updated list
- 3 promotional eBlasts sent to the SIU mailing list
- Event added in the Calendar and the “In the News” sections of the SIU website

- Live transmission of the event on SIU Academy (**local organizers must cover the AV costs on their end and SIU will cover the live transmission costs**)
- Webcasts available on SIU Academy post-event
- Up to 3 SIU lecturers - Local organizers are expected to cover the housing and travel costs of the SIU representatives
- Assistance with the organization of:
 - Faculty invitations
 - Travel and housing



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Appendix 2 – Webcasts and live transmission: Schedule of fees

Item	Fee
Webcasts upload and maintenance on SIU Academy (no live transmission)	€3,000 *
Live-stream session (4 hours or fewer per session – usually equivalent to 0.5 day)	€3,000 per session**
Extra hour of streaming (over 4 hours)	€115 per hour

Should additional work be required prior to upload of video files on SIU Academy, an estimate will be sent to the event organizer for approval.

*The full amount to be paid at least 14 days prior to the event.

**30% deposit required no later than 30 days prior to the event with the remaining fees to be paid 1 week prior to the event. The deposit is non-refundable.

Complimentary with SIU endorsement:

- Event listed in SIU's online calendar, the SIU Newsletter, the SIU Academy printed brochure, and featured on SIU's Facebook, Twitter and LinkedIn accounts
- Technical coordination and testing sessions prior to live streaming of the event
- Online support for the duration of the live transmission
- Conversion of videos to fit the webcast format of the SIU Academy mobile app
- Post-event feedback form sent to online attendees and summary of responses sent to organizer(s) (live-streamed events only)