



SOCIÉTÉ INTERNATIONALE D'UROLOGIE

ENDORSED EVENT  
CODEX

Revised – May 2020

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**WE BRING  
UROLOGISTS  
TOGETHER**

1155 Robert-Bourassa Blvd.  
Suite 1012, Montreal, QC, Canada H3B 3A7  
Tél.: +1 514 875-5665 Fax: +1 514 875-0205

## 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](mailto:merveille.desouza@siu-urology.org).

## Objectives

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.



## Guidelines

### A. 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.

### B. Live Webinars using SIU Academy Webinar Platform

1. Presentations should be properly formatted, and images and videos should be of high quality. The content must be referenced.
2. All animations need to be removed from PPT presentations. The platform does not support animations.
3. All videos will need to be provided in separate files.
4. All faculty members must be confirmed by the time of the endorsement application as they will be contacted by a member of the SIU Central Office team in order to schedule a test session and a rehearsal session at least 1 week prior to the webinar. It is mandatory that all faculty members take part in these tests to troubleshoot any technical issues and ensure they are comfortable navigating the platform.
5. All faculty members must read and sign the SIU Academy Webinar Guide and the Publishing Authorization Form prior to the rehearsal session.
6. We will provide 2-3 SIU Academy slides that the moderator/chair should present at the start of the event. The slides will be provided after approval of the event application.
7. It is imperative that an SIU disclaimer slide is presented at the beginning of the event. This slide will be provided after approval of the event application.

### C. Webinars Using Event Organizer’s platform – to be hosted on SIU Academy Post-event

1. Presentations should be properly formatted, and images and videos should be of high quality. The content must be referenced.
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 host the session(s) webcast(s) on SIU Academy.
3. All faculty members must read and sign the Publishing Authorization Form that will be provided by the SIU, and the signed forms need to be sent to the SIU, along with the video file(s) of the session(s).
4. We will provide 2-3 SIU Academy slides that the moderator/chair should present at the start of the event. The slides will be provided after approval of the event application.
5. It is imperative that an SIU disclaimer slide is presented at the beginning of the event. This slide 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. Provide SIU with recent headshot pictures in high resolution (300dpi, jpeg), credentials, and affiliations for all faculty members (for promotional purposes)
  - d. 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.

- e. Submit 3 concise descriptions featuring event highlights to be used in promotional material.
  - f. Submit the visual and the logo of the event in a format adequate for print and digital publications (300dpi, vector format preferred).
  - g. Following the event, submit 3 to 5 print-quality pictures of the event (surgeons, audience, speakers, etc. – for in-person events only) to be used for the post-event report and for promotional purposes.
3. For live events (webinars or in-person meetings), 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 (during and after the event).

### 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 faculty members (including credentials and affiliations)
  - f. Number of participants and countries

- g. Learning objectives
- h. Scientific programme
- i. Practical organization of the meeting
- j. Results from participant evaluations (if applicable)
- k. Post-live surgery outcome and confirmation that the patient's identity remained anonymous during the entire procedure
- l. 3-5 print-quality pictures of the event (surgeons, audience, speakers, etc. – for in-person meetings only) 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 in-person event, a live webinar, 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. For webinars, it is important to indicate if the SIU Academy Webinar platform will be required or not. **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 approval email to the applicant, which will include information about technical guidelines, as well as requirements for video files.



## Appendix 1 – Categories of services offered

*A discount of 15% will be offered for events organized by national society partners and group members of the SIU.*

### Level 1: Basic SIU endorsement

Endorsed-events without webcasts on SIU Academy – € 1,000

- Review of the programme by the SIU Academy Governance Committee
- Use of the SIU logo and endorsement statement, upon approval of the programme
- Announcement in two (2) SIU eNews (prior to event) sent to the SIU mailing list

Webcasts of Sessions hosted on SIU Academy Post-event – From €2, 000 to €10, 000

- Review of the programme by the SIU Academy Governance Committee
- Use of the SIU logo and endorsement statement, upon approval of the programme
- Announcement in two (2) SIU eNews (1 prior to event and 1 post-event, once the webcasts are available) sent to the SIU mailing list
- Conversion and upload of the event webcasts on SIU Academy post-event
- Publication of the post-event report on SIU Blog (if criteria are met)

Please refer to the Schedule of fees (Appendix 2) for more details.

### Level 2 – Live Transmission

Live Webinars with SIU Academy Webinar Platform – starting at €4, 000

- Review of the programme by the SIU Academy Governance Committee
- Use of the SIU logo and endorsement statement upon approval of the programme
- Use of the SIU Academy Webinar Platform (includes rehearsal and technical support for faculty during the session, recording of the session and quality control of the file before it is made available on-demand on SIU Academy)
- PPT template provided by the SIU
- Announcement in two (2) SIU eNews (1 prior to event and 1 post-event, once the webcasts are up) sent to the SIU mailing list
- Session available on-demand on SIU Academy post-event
- Publication of the post-event report on SIU Blog (if criteria are met)

Live Transmission of an In-person Event – €10, 000

- Review of the programme by the SIU Academy Governance Committee
- Use of the SIU logo and endorsement statement upon approval of the programme
- 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**)
- PPT template provided by the SIU



- Assistance with attendee registration:
  - Create a registration page on SIU’s website and regularly provide the event organizer an updated list
- Announcement in three (3) SIU eNews (2 prior to event and 1 post-event, once the webcasts are up) sent to the SIU mailing list
- Conversion and upload of the event webcasts on SIU Academy post-event
- 1 SIU lecturer - Local organizers are expected to cover the housing and travel costs of the SIU representative
- Publication of the Post-event report on SIU Blog (if criteria are met)

### Level 3 – starting at €30,000

- Review of the programme by the SIU Academy Governance Committee
- Use of the SIU logo and endorsement statement upon approval of the programme
- Development of the scientific programme in collaboration with SIU-appointed faculty
- PPT template provided by the SIU
- Assistance with attendee registration:
  - Create a registration page on SIU’s website and regularly provide the event organizer an updated list
- Announcement in three (3) SIU eNews (2 prior to event and 1 post-event, once the webcasts are up) sent to the SIU mailing list
- 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
- Publication of the Post-event report on SIU Blog (if criteria are met)

## Appendix 2 –Schedule of fees\*

	SIU Endorsement with no webcasts	Hosted on SIU Academy (no live transmission)**	Live Transmission on SIU Academy***	Cost for Extra Time
<b>In-person Event</b>	€ 1,000		Starts at €4,000	€115 per hour
<b>Webinar (1 session = up to 2 consecutive hours)</b>	€ 1,000	€2,000 – up to 4h €4,000 – 4h to 10h €10,000 – 10h to 20h	€4,000 – 1 session €7,500 – 2 sessions €10,500 – 3 sessions €13,000 – 4 sessions	€115 per hour

\*A discount of 15% will be offered for events organized by national society partners and group members of the SIU.

\*\*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.

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

**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.**

**Complimentary with SIU endorsement:**

- Announcement on SIU Blog and SIU social media networks
- 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)