

CVS Assessment Criteria Review Overview of the changes

CVS Team

Compliance Panel

Revision of the CVS criteria

1. Scientific Programme

1. Duration
2. Non-Medical Topics

2. Geographic Location

3. Conference Venue

4. Communication and Advertising Material

5. Hospitality & Participants Registration Fee and Packages

6. Other Changes

Additions to the criteria are highlighted in blue. Changes/removals in red.

1. Duration of the Scientific Programme

Previous version

- The educational programme in English should present a clear schedule with no gaps during the Event scientific sessions (i.e., a minimum of 6 hours for full conference day/ 3 hours for a half day), the faculty for each session must be identified, the session topics must be serious medical subjects related to the therapeutic area of the conference.

New version

- The educational programme in English should present a clear schedule with no gaps during the Event scientific sessions *(unchanged)*.
 - A minimum of 6 hours for a full conference day and 3 hours for a half day is required.
 - When an event is spread over more than one day, the programme will be looked holistically and can be deemed compliant even if the first or last day lasts less than 3 hours. For instance, a 2-day congress on Saturday and Sunday may start on a Friday evening to accommodate the travel. In that case, the Friday evening may include a scientific programme shorter than 3 hours.
 - Only the scientific sessions **with reasonable breaks** will be considered in the duration of the scientific programme (i.e. excludes **breaks networking events, opening ceremony, lunch, dinner ...**)
 - The faculty for each session must be identified. *(unchanged)*
 - The session topics must be serious medical subjects related to the therapeutic area of the conference. *(unchanged)*

1. Non-Scientific Topics in the Programme Becomes Non-Medical

Previous version

The relevance of the programme – The programme content should directly relate to specialty and/or medical practice of the HCP who will attend the Event or have a sufficiently reasonable relationship to justify the attendance of the HCPs.

- Minor components of the agenda content relating to non-scientific topics, such as leadership skills, practice management, and speaking and presentation skills are acceptable.

New version

The relevance of the programme – The programme content should directly relate to specialty and/or medical practice of the HCP who will attend the Event or have a sufficiently reasonable relationship to justify the attendance of the HCPs.

- Minor components of the agenda content relating to **non-medical** topics, such as **communication** skills, practice management, and speaking and presentation skills are acceptable.
 - Non-medical topics should be relevant in the context of the overall theme and agenda of the conference.
 - Non-medical topics should never become the main or an important attraction of the conference.

2. Geographic Location - Previous CVS website

- **The geographic location – The geographic location should not be the main attraction of the conference.** It should be in or near a city or town which is a scientific or business centre conducive to exchange of ideas and the transmission of knowledge.
 - Each geographic location is assessed against several criteria. Capitals and major cities are recommended.
- **The time of the year – The selected time of the year will be taken into account in determining if a geographic location is appropriate.**
 - European and international Events taking place in destinations renowned for winter sports during the ski season – December 20 to March 31- are not compliant.
 - European and international Events taking place in destinations renowned primarily as seasonal vacation or holiday destination (island resorts, beach resorts, lakes and other geographic locations renowned for tourism) during the summer season – June 15 to September 15 – are not compliant.
- **The central location** – Taking into account the place of origin of HCP delegates, the geographic location must be centrally located. If the HCP delegates are primarily from one country, the geographic location of the Event should be in that country. If the participants are from multiple countries, then a country affording ease of access for participants should be chosen.
 - In addition, the country selected for the Event should be the residence of at least some of the Healthcare participants of the meeting.
- **The ease of access** – The geographic location should have ease of access for the attendees (for example, close proximity to airports, train stations, highways) and have good ground transportation infrastructure.

2. Geographic Location – Changes and New Version

New version

The geographic location should not be the main attraction of the conference. Each geographic location is assessed against several criteria:

- **Scientific or business centre** – The geographic location should be in or near a city or town which is a scientific or business centre conducive to the exchange of ideas and the transmission of knowledge. **The perceived image of the location must not be luxury, or tourist/holiday-oriented, or a location associated with entertainment.**
 - **National** capitals and major cities are strongly recommended.
- **The central location** – Taking into account the place of origin of HCP delegates, the geographic location must be centrally located. If the HCP delegates are primarily from one country, the geographic location of the Event should be in that country. If the participants are from multiple countries, then a country affording ease of access for participants should be chosen.
 - In addition, the country selected for the Event should be the residence of at least some of the Healthcare participants of the meeting.
- **The ease of access** – The geographic location should have ease of access for the attendees (for example, close proximity to airports, train stations, highways) and have good ground transportation infrastructure.

In addition, the time of the year will be taken into account in determining if a geographic location is appropriate.

- European and international Events taking place in destinations renowned for winter sports during the ski season – December 20 to March 31- are not compliant.
- European and international Events taking place in destinations renowned primarily as seasonal vacation or holiday destination (island resorts, beach resorts, lakes and other geographic locations renowned for tourism) during the summer season – June 15 to September 15 – are not compliant.
- **The above applies even when the location meets all other applicable requirements under the Code.**

If the location is predominantly a touristic or holiday destination, it may still be considered non-compliant even outside the above-mentioned periods.

3. Venues – Changes highlighted in blue

- The conference venue should be a business or commercial center with **providing** conference facilities conducive to the exchange of scientific and medical information and the transmission of knowledge. The image of the venue among the public, media and authorities cannot be perceived as **solely** luxury, touristic/holiday and/or entertainment/leisure facility.
 - Under no circumstances are to be considered compliant as Event venues:
 - Spa and resort hotels (hotel part of a complex offering significant recreational, amusement or sporting facilities) or hotel with beach access or on-site casino.
 - Hotel with golf club/course (owned or operated by the hotel) or cruise ship.
 - When offering the proper conference facilities for an Event, museums and stadiums can be considered compliant venues as far as :
 - They should not be the main attraction of the conference,
 - They have a separate entrance to the conference centre, and
 - No free entrance or discounted tickets are included in the registration fee, and
 - For Stadiums, no concurrent sport event is taking place during the conference.

NEW

3. Venues – New Version (without track changes)

The conference venue should be a business or commercial center with conference facilities conducive to the exchange of scientific and medical information and the transmission of knowledge. The image of the venue among the public, media and authorities cannot be perceived as luxury, touristic/holiday and/or entertainment/leisure facility.

- Under no circumstances are to be considered compliant as Event venues:
 - Spa and resort hotels (hotel part of a complex offering significant recreational, amusement or sporting facilities) or hotels with beach access or on-site casino.
 - Hotel with golf club/course (owned or operated by the hotel) or cruise ship.
- When offering the proper conference facilities for an Event, museums and stadiums can be considered compliant venues as far as :
 - They should not be the main attraction of the conference
 - They have a separate entrance to the conference centre, and
 - No free entrance or discounted tickets are included in the registration fee, and
 - For stadiums, no concurrent sport event is taking place during the conference.

4. Communication – Changes from Previous Version

- **The website of the Event and the program advertising** – Advertising support (brochures, website, and other materials) should highlight the scientific nature of the programme content. They should not emphasize the geographic location and should not make excessive or inappropriate references to or contain images of entertainment, sporting events or other non-scientific activities.
 - A valid link to the official Event website must be provided via the submission form to assess communication.
 - ~~We recommend to stay away from touristic visuals of the destination (landscape, landmarks, monuments) and focus on the scientific/ therapeutic area relating to the Event.~~
 - Event websites should not focus on touristic visuals of the destination (landscape, landmarks, monuments) and focus on the scientific/ therapeutic area relating to the Event.
 - ~~Material promoting the destination of the Event (tourism pictures or information) must be hosted on a separate page, not on the front page of the Event.~~
 - **No** material promoting the destination of the Event (tourism pictures or information) must be hosted **on the website**. Only practical travel information (how to reach the conference venue or where to find accommodation) can be hosted on the website of the Event.
 - There should be no reference to any temporary events (temporary exhibition, sport competition, ...) at the Location.

4. Communication – New Version

The website of the Event and the program advertising – Advertising support (brochures, website, video and other materials) should highlight the scientific nature of the programme content. They should not emphasize the geographic location and should not make excessive or inappropriate references to or contain images of entertainment, sporting events or other non-scientific activities.

- A valid link to the official Event website must be provided via the submission form to assess communication.
- Event websites should not focus on touristic visuals of the destination (landscape, landmarks, monuments) but focus on the scientific/ therapeutic area relating to the Event.
- No material promoting the destination of the Event (tourism pictures or information) should be hosted on the website. Only practical travel information (how to reach the conference venue or where to find accommodation) can be hosted on the website of the Event.
- There should be no reference to any temporary events (temporary exhibition, sport competition, ...) taking place at the Location.

5. Hospitality and Participants Registration Fee

- Are now reviewed under one criteria in the new platform
- The content of the criteria have not changed

6. Other Changes

☐ « International » Events in Scope focus on events where international HCPs are invited (intend)

“Is the program targeting international participation (i.e. from at least two countries of the MedTech Europe Geographic Scope), i.e. do you plan to invite participants from at least two countries of the MedTech Europe geographic scope?”

☐ Hospitality and Registration Package Criteria : Merge

☐ Appeal Process :

- The new platform includes an appeal process against non-compliant decisions