



Code of Practice

2018

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At all times, companies must do all in their power to avoid their actions being contrary to the EASL constitution, exhibition and sponsorship guidelines as well as to this Code of Practice.

PURPOSE OF DOCUMENT

1. To serve as a means of regulating and defining participation, contribution, privileges and obligations of commercial companies
2. To define a Code of Practice which reflects the mutual commitment of commercial companies and EASL to support and organise an event of high scientific value
3. To set the foundations for a conference undertaken to high ethical standards and to help companies fulfil their obligations under applicable codes, laws and regulations
4. To apply relevant guidelines within this Code of Practice to non-commercial companies, use of name and logo

OBLIGATIONS OF EASL

1. To organise and plan EASL's conferences to ensure that the available budget from the commercial companies is used by EASL to provide the basis for the best scientific content which will be organised in line with the EASL Constitution and Guidelines document.
2. To ensure that the conference is of high scientific value, professionally organised and planned to generate a reasonable financial surplus to support all the costs involved in the organisation of such meetings and to fund research grants, fellowships, travel bursaries and educational and scientific activities in line with the principles of the EASL Constitution and Charity Status.
3. To create and main a positive and professional public image of the EASL events worldwide and expand the awareness and the audiences
4. To observe the highest principles of responsibility that protect against unethical behaviour. The schedule of EASL's conferences are developed to maximize attendee participation.
5. To ensure that no sponsors or other exhibitors at EASL's conferences organise other events which conflict with the official EASL Scientific Programme. Representatives of commercial companies, in this context, are also deemed to be responsible for the activities of their local affiliates.
6. To invest in new technologies, tools, formats, etc. to provide dynamic delivery of educational content
7. To offer opportunities to commercial companies to exhibit, hold industry symposia, access to additional visibility during EASL's events.
8. To ensure the content of the framework of activities provided during EASL's conferences are compliant with national and European regulations

OBLIGATIONS OF INDUSTRY

1. To ensure that national or other branches of the company adhere to the content of this COP
2. To follow-up with signed contracts within given deadline and ensure payments are made on time according to agreed schedule
3. At all times, companies must do all in their power to avoid their actions being contrary to the EASL constitution and to this Code of Practice.
4. All events planned at the conference venue including pre and post symposia receptions must be approved by EASL and must comply with the applicable codes, laws and regulations.

GOOD BUSINESS CONDUCT

1. Companies are expected to conduct themselves in a way compatible with high standards of business practices with respect to all aspects of their participation in the conference.
2. For example, company employees or others acting on their behalf should not raise questions or otherwise intervene in satellite symposia sponsored by other companies with the intent of enhancing their own company products or making negative comments about competitor products.
3. Companies are expected to comply with all the applicable codes, laws and regulations that apply to their activities at the conference and to behave in a proper and ethical manner. Companies should put in place procedures that aim to ensure compliance and guard against inappropriate behaviour including review and approval systems. They should also ensure that all relevant personnel receive appropriate training concerning compliance with applicable rules.
4. Companies will be responsible for the behaviour of the employees, affiliates and agents working on their behalf.

CONFERENCE PREPARATION

Although commercial companies are welcome to express their opinion on the suitability of conference venues, it is accepted that the final decision regarding the location of the conference is to be made by the EASL Governing Board. Nevertheless, EASL will endeavour to make arrangements that will be compatible with industry codes of practice at the time of planning. The present format cannot be extensively altered unless approved by the Governing Board in charge of the design and contents of EASL events as laid down in the Constitution.

SATELLITE SYMPOSIUM GUIDELINES

Organisation

Satellite symposia are organised and entirely supported by the Industry. Their nature, including the selection of topics, must be educational and not promotional.

Symposium Title and Description

No commercial names may appear in the titles of the symposia nor in the topics of individual presentations. In symposia titles, only class names are allowed. Non-proprietary names of individual compounds are permitted in titles of individual presentations. Likewise, diagnostic material or procedures may not be called by their commercial names.

Symposium Speakers and Chair Persons

General

The sponsoring company of the Satellite Symposium may select speakers and topics. Slides must be prepared by the speakers and not by the sponsoring companies. No company logos or brand names are allowed as part of the design. 'Manicured' presentations bearing the same design for all speakers are not welcome. Rehearsals are only allowed to coordinate presentations, and not to exert influence on the speakers towards biased presentations.

EASL Governing Board

According to EASL policy, no EASL Governing Board member is allowed to participate in any sponsored public activities during EASL events.

Sponsoring Company Speakers

A maximum of one speaker belonging to the sponsoring company is allowed.

Speaker Involvement in Multiple Programmes

Any speaker may not be involved in more than two industry symposia. Each company will be notified should one of their selected speakers already be involved in two other programmes. Invitations to the speakers may only be sent out, upon approval of the Industry Symposia programme by the EASL Governing Board.

Speaker Registration and Expenses

EASL shall not contribute to any of the industry faculty expenses, even if speakers are also contributing to the EASL Scientific Programme.

The invitation of speakers and chairpersons is the responsibility of the Symposium organisers. Symposium organisers are obliged to register speakers and chairpersons as regular delegates and accept to bear all related costs such as registration, travel and hotel accommodation expenses. If the respective arrangements have not been made prior to the conference, the EASL secretariat will invoice the companies for the respective costs 3–4 months after the conference.

Programme Content and Approval

The sponsoring organisation must submit a full symposium proposal to the EASL Office before **19 January 2018**. The final decision on the programme schedule however resides with the EASL Governing Board who is responsible for balanced scientific content across all symposia.

Topics, speakers and chairs of integrated symposia must be approved by the EASL Governing Board by end January 2018 at the latest.

In the case where the EASL Governing Board disapproves the Satellite Symposium programme, each party will be entitled to cancel the Satellite Symposium booking without any penalty fees for the cancellation or for any damages caused by the cancellation to the other party. Accordingly, upon such cancellation, neither of the parties will have any claims, demands or lawsuits towards the other.

Printed Materials and Signage

The sponsor is permitted to produce printed matter (posters, programme, abstracts or proceedings). This material must be submitted for approval to the organiser at the latest 4 weeks before the start of the conference and must mention:

‘Integrated Symposium of The HCC Summit 2018.’

The sponsor is responsible for obtaining the speakers’ authorisation. Post-conference publications (print or electronic) are subject to the same rule. Printed matter can be mailed in advance and/or distributed at the sponsor’s exhibition booth, at the entrance of the lecture hall 30 minutes before the symposium, and in the sponsor’s assigned hotel. A sign with the title of the symposium and the logo of the sponsoring company at the lectern and chair table is permitted. Beyond the designated areas, no posters, signs or distribution of material is allowed within the lecture hall, in or around the conference center.

Access to Lecture Halls

Important: You will only have access to your lecture hall 30 minutes before the start of your Satellite Symposium. For any special requests or for additional set-up time please contact: Industry@easloffice.eu.

Delegate Access

Only registered conference delegates are entitled to access Symposia. Each Symposium organiser is responsible for controlling the access to their session and for restricting the access for competitors’ staff if they wish.

Symposia Information Board

The organisers will display the Industry Symposia programme on a panel in the conference venue for the duration of the event.

Signage in Front of Rooms

Digital signage will be provided by the conference organiser. Additional signage by the Symposium organisers is NOT allowed.

Promotion Material

It is the sponsors responsibility to remove flyers, banners or other promotion material that was not distributed during the symposium.

SYMPOSIA PROMOTION

E-Mailing

Prior to the conference, the EASL Secretariat will send a series of announcements to its Weekly News mailing list with the specific announcement of the Industry Sponsored Symposium included.

Via Social Media

Symposium sponsors are entitled to promotion via the EASL Twitter and Facebook channels. All social media messages will comprise: Company name, programme title, date, room and time of the satellite symposium. The means of communication is listed below:

Twitter

Symposium sponsor
1 tweet to be distributed the day before Industry Symposium session
2 tweets to be distributed prior to the Industry Symposium session
1 tweet to be distributed during the Industry Symposium session

Facebook

One message per sponsor will be posted prior to the Symposium.

COMPLIANCE WITH CODES, LAWS AND REGULATION

1. Companies are responsible for compliance with all applicable codes, laws and regulations. They are likely to be held responsible under those rules for the actions of their employees, affiliates and agents working on their behalf. Codes and regulations include various responsibilities for approval, certification and reporting for which companies are responsible.
2. Companies should take appropriate steps to ensure compliance with all applicable codes, laws and regulations and that their actions are representative of ethical and professional interactions between commercial enterprises and healthcare professionals. Companies are advised to put appropriate training in place so that their activities are compliant with the applicable codes, laws and regulations.
3. For pharmaceutical companies, the EFPIA (European Federation of Pharmaceutical Industries and Associations) codes of practice (www.efpia.eu) identify the 'applicable codes' for international events.
4. In addition, the EFPIA codes identify the country code in which the company organising their participation is legally set up as an additional 'applicable code'. Thirdly national codes and regulations may apply requirements related to the home country of sponsored delegates and speakers. Pharmaceutical companies are responsible for checking the requirements of all applicable codes, laws and regulations. The EFPIA also established the HCP/HCO DISCLOSURE CODE (<http://www.pmcpa.org.uk/thecode/Documents/efpia-disclosure-code---august-2013-edited-final.pdf>)
5. Compliance with one code will not necessarily ensure compliance with the requirements of other applicable codes, laws and regulations. While EASL will take every step to keep up to date with these, each company participating in the EASL's conferences need to ensure that the activities they engage in are compliant.

Pharma Code and Pharma Cooperation Code in Switzerland

<https://en.scienceindustries.ch/involvement/pharma-code-and-pharma-cooperation-code>

<https://en.scienceindustries.ch/involvement/pharma-code-and-pharma-cooperation-code/pharma-code-and-pharma-cooperation-code-practice>

EFPIA – European Federation of Pharmaceutical Industries and Associations

<http://transparency.efpia.eu/uploads/Modules/Documents/efpia-hcp-code-2014.pdf>

<http://www.efpia-e4ethics.eu/usd/e4ethics.nsf>

MedTech Europe

<http://www.medtecheurope.org/industry-themes/topic/93>

The European Accreditation Council for CME (EACCME®)

<https://www.uems.eu/uems-activities/accreditation/eaccme>

IFPMA – International Federation of Pharmaceutical Manufacturers & Associations

<http://www.ifpma.org/resource-centre/ifpma-code-of-practice/>

BUDGET AND FINANCE

1. Both EASL and the commercial companies expect financial transparency on budget plans as well as retrospective reports evaluated with respect to those plans. Financial plans for the conference income must be based on contribution guidelines as mutually agreed upon by the commercial companies' representatives and EASL Governing Board Member representatives. The commercial companies agree to comply with the agreed schedule of payments.
2. Commercial companies and EASL will co-operate with each other to ensure financial transparency in accord with the principles of the EASL Constitution and of this document.
3. EASL recognises that companies are increasingly subject to reporting responsibilities with respect to their support for medical events and delegate sponsorship. These responsibilities vary between countries and companies may have different internal policies. EASL supports transparency and will attempt to accommodate company requests for assistance in discharging their responsibilities given sufficient advance warning and subject to the practicalities of providing information. The final decision rests with the EASL Governing Board.

HANDLING OF DISPUTES, CLAIMS

1. No agreement can foresee all eventualities or problems which may occur. Consequently, it is accepted that continued dialogue will take place between commercial companies and EASL. Any dispute, controversy or claim arising out of or relating to this agreed code of practice shall be settled by EASL's arbitration. EASL will decide on appropriate actions if necessary. In the first instance, any problems arising in connection with the organisation and participation at any EASL meeting may be discussed and resolved by the appointed representatives of the commercial companies for the particular EASL meeting with the EASL Governing Board.
2. At all times, each and every commercial company will respect the guidelines and indications of the EASL Governing Board with the scope of creating qualitatively excellent annual events, which take account of the requirements, contributions and expectations of all participants. EASL will, through its prospectus ensure financial transparency of conference budgets and accounts.