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| **ADEA Branch Manual** |
| **for the Branch Executive and Education/Program Organising Committees** |
| **Version 8**  **June 2023** |
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# ADEA Branch Manual

## Manual for the Branch Executive and Education/ Program Organising Committees

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# Purpose of this document

The purpose of this Branch Manual is to assist ADEA Branch Executives, Program Organising Committees and/or Education Committees with:

* understanding the operation of Branches;
* organising and conducting Branch meetings; and
* organising Branch conferences and events.

It should be read in conjunction with the *ADEA Branch Terms of Reference, including Branch Executive roles*.

# About ADEA’s Branches

The primary purpose of each of ADEA’s Branches is to support ADEA members within their state or territory, to advise ADEA management on matters relating to the practice of diabetes education in their state or territory, and provide feedback to ADEA about member and Branch issues.

Branches operate as communities of practice, facilitating professional development, networking, peer support, mentoring and learning for their members.

## Branch Governance

Each Branch (except Tasmania) is governed by a Branch Executive which organises and manages Branch meetings, events and activities on a volunteer basis within their state or territory.

Becoming a Branch Executive provides the opportunity to develop new leadership and professional skills, as well as to network with other leaders in the diabetes education profession. In recognition of this professional development, Branch Executives receive five (5) CPD points per annum under *Category 2: Management, Administration and Leadership* of ADEA’s continuing professional development program.

State and territory Branches comprise three Executive positions which are generally for a two-year term with the option to extend for a second term:

* Branch Chair
* Branch Secretary
* Branch Education Officer

While standardisation of Branch Executive roles is ideal, the *ADEA Branch Terms of Reference* recognise that some flexibility to cater for local needs may be desirable and if this is the case, the Branch Executive should discuss alternative arrangements with ADEA’s Branch Liaison and Events Officer.

Role descriptions and the selection process for Branch Executive positions is described in the *ADEA* *Branch Executive Terms of Reference* available on the ADEA website at: [ADEA | Branch Executives - ADEA](https://www.adea.com.au/about-us/our-people/branch-executives/)

## Finances and Budgets

Each financial year ADEA creates a budget for Branch related activities and events based on an allocation approved within the overall budget by the ADEA Board. ADEA has responsibility for monitoring and reporting against this budget throughout the year and allocating funds to particular Branch events and activities.

Branches do not hold funds or have any financial delegations. Therefore, they are not able to enter into contracts (e.g. for venue hire) or expend funds for any ADEA activities without prior written approval from ADEA. ADEA maintains accounts related to each Branch’s financial activities including any expenditure on Branch activities. Any requests for expenditure or incurring of liabilities must be discussed with the ADEA Branch Liaison and Events Officer, who will discuss the request with the ADEA CEO.

## Communications

**Communications to external parties**

ADEA needs to ensure that there are consistent messages going to members and external stakeholders. Any Branch communications to external parties in the name of ADEA or which may be interpreted as being from ADEA, must be approved by ADEA.

**Quarterly meetings between the ADEA CEO and Branch Executives**

Quarterly teleconference meetings are conducted between the CEO and members of the Branch Executive. Meeting details are organised and emailed to participants by ADEA.

Each Branch has a Branch-specific email account with the address being [adeaxxx@adea.com.au](mailto:adeaxxx@adea.com.au) where xxx represents the respective state or territory. ADEA uses this as the primary communication channel with Branch Executives. Members can also use this email address to send in agenda items for meetings or other enquiries directly to their Branch Executive team. Branch Executives are provided with the log in details of the email account on their appointment. Branch Executives may log into their respective state/territory Branch email account via <https://mail.adea.com.au/owa>.

ADEA also emails Branch-specific news, events and updates to the personal email addresses of respective members through state-based e-newsletters.

## Insurance, Human Resources and Quality Management

ADEA has adequate insurance coverage, including volunteer, public liability and professional indemnity insurance policies, to cover the Branch Executive and their members when they are conducting Branch activities. If an incident or accident occurs please immediately contact the ADEA Branch Liaison and Events Officer who will request the necessary details to inform, and potentially claim coverage from, ADEA’s insurer.

The *Workplace Health and Safety Act 2011* covers volunteers who undertake work for ADEA from home. Accordingly, all ADEA volunteers including Branch Executives are required to carefully read the information in ADEA’s *Workplace Health and Safety ADEA Volunteers Working from Home Policy* and the guidelines, *Essential Guide to Work Health & Safety for Volunteers* <https://austdiabeteseducators.sharepoint.com/:w:/s/Site-Shared/EYfu0RLL7MNNl3bLbhsVEcQB5ROOtcr61iMOvlIeRiujUQ?e=xh1t6f>). They will be required to sign the declaration at the end of the policy document.

Branch Executives will also be required to confirm they have read and understand ADEA’s *Quality Management System Policy* available here: <https://www.adea.com.au/wp-content/uploads/2017/02/ADEA-QMS-Policy_170202-004.pdf>

# Branch meetings

Branch meetings should be held at least once per year although typically they are held more frequently. Based on past experience and member feedback, most Branches ensure that Branch meetings include an education activity to encourage member attendance, as members can gain Continuing Professional Development (CPD) points for education activities. Branch meetings may be conducted in conjunction with a Branch conference.

In December of each year the Branch Liaison and Events Officer will ask Branch Executives to provide dates and other details if possible for the following year’s Branch meetings, events and conferences. These will be notified to all Branch members through a Branch newsletter and will be uploaded onto the ADEA website here: <https://www.adea.com.au/events/>. Early notification of meeting dates and details also assists ADEA in setting the budget for Branch events each year and seeking sponsorship to offset event costs.

For Branch members who cannot attend face-to-face Branch meetings, where possible, ADEA will support remote (online) attendance via webinar and/ or teleconferencing facilities. Please direct any requests to the ADEA Branch Liaison and Events Officer.

### Venues

Branch Executives are encouraged to utilise free venues and spaces, such as an individual’s workplace meeting room, for Branch meetings. If meetings are to be held at venues where costs will be incurred (e.g. dinner meeting), please advise the ADEA Branch Liaison and Events Officer so that sponsorship can be facilitated (see ‘Sponsorship’ below). Branch members are expected to contribute to costs such as catering if this is provided during a meeting.

### Speakers

Speakers can be sought for Branch meetings to provide either educational sessions or information of relevance to members. Local health professionals and ADEA members should be considered as a first option.

Financial support for speakers such as travel, accommodation, speaker fees and gifts may be available but this should be discussed first with the ADEA Branch Liaison and Events Officer.

### Sponsorship

Sponsorship can assist in covering the costs of Branch meetings such as venues, AV expenses, meals or speaker expenses. ADEA can assist the Branch Executive with developing the costings for a meeting (e.g. by obtaining quotes from venues) and working with Branch Executives to source possible sponsorship.

From time-to-time, ADEA is approached by companies seeking to engage with members through Branch meetings. ADEA will communicate these opportunities to Branch Executives and work with them to organise such meetings.

### Meeting costs and registration

ADEA will set up online registration and payment systems for Branch meetings. Attendees of a meeting where there is a cost involved will be required to pay for their registration at the time of booking. Unless the attendee provides 72 hours’ notice prior to the event of their inability to attend the meeting, refund of the registration fee/s will not be available.

Attendees will be required to make a contribution toward the cost of sponsored functions (such as dinner meetings) in order to secure their attendance. In negotiating with potential sponsors, ADEA typically is asked to indicate the number of attendees. If this number is not reached, or members who have registered for events fail to attend, the company may decline to sponsor future meetings or events. In the interest of fairness, only those who have registered and paid will be granted admittance to these events.

While ADEA can reimburse some Branch meeting-related expenses such as speaker fees or gifts, costs should be minimised and it is necessary to check with ADEA in advance (through the Branch Liaison and Events Officer) to seek approval for expenditure. Costs for alcohol will **not** be covered or reimbursed by ADEA.

### Meeting attendees and voting

Health professionals who are not members of ADEA should be encouraged to attend ADEA educational activities, to raise awareness and understanding of diabetes education and the profession, as well as to raise the standard of care for all people living with diabetes. Representatives of pharmaceutical companies may also attend Branch meetings either as sponsors or as a corporate member of ADEA. However, only Full Members of ADEA can vote on relevant items or resolutions during the meeting. If necessary, the Chair can ask non-members and representatives to leave the meeting during sensitive discussions.

### Branch meeting notifications and agendas

The Branch Secretary prepares the meeting agenda.

Reminders for Branch meetings will be sent to members by ADEA approximately 3 to 4 weeks prior to each meeting. As part of this communication, the Branch Secretary seeks agenda items from members and requests them to email their agenda items to the relevant Branch email account.

The Branch Secretary prepares the meeting agenda based on previous minutes, topical issues and feedback from members. The Branch Secretary then emails the finalised meeting agenda to the ADEA Branch Liaison and Events Officer, who will arrange for the agenda to be emailed to all Branch members and uploaded to the relevant Branch community on Diabetes Connekt. Please refer to [Attachment 1 - Branch Meeting Agenda - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/Eej2LXkIHXFLhqeLJ2pedD8BOuZkFhHuhK3eyRUxGuxLlg?e=g87Vb1) for the *Branch Meeting Agenda* template.

### Minutes

All official Branch meetings require minutes prepared by the Branch Secretary or another Branch member nominated by the Chair in their absence. Minutes should be concise and should include:

* Date
* Venue
* Commencement and closing times
* Names of meeting chair and secretary
* List of attendees and apologies
* Acknowledgement of Country
* Key points, agreed actions and issues, rather than verbatim discussion
* Motions and resolutions (if any)
* Next proposed meeting date and time

As soon as possible after a meeting the Branch Secretary forwards the draft minutes to the ADEA Branch Liaison and Events Officer for uploading to Diabetes Connekt. The draft minutes should then be reviewed by meeting participants and feedback provided to the Branch Secretary, and then the minutes will be approved by attendees at the next Branch meeting. A final approved version is forwarded to the ADEA Branch Liaison and Events Officer, and will replace the draft minutes on the Branch webpage. Once officially approved at a Branch meeting, minutes cannot be amended. Please refer to [Attachment 2 - Branch Meeting Minutes - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/ESpwy04yQHtJsH9qLa8KdaEBPxLa11uhCu34dZD0unUg1Q?e=uFWzod) for the *Branch Meeting Minutes* template.

For meetings with an education component, the list of attendees in the meeting minutes can be used by members as proof of attendance for CPD purposes.

# Branch conferences, and educational and other events

Branches are encouraged to hold educational events like Branch conferences, seminars, workshops, masterclasses or education sessions on an annual or biannual (two-yearly) basis. The different types of events are explained at [Attachment 3 - Description of events - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/ETEgp8PpFQNCk_N-sUrR2hUBY9QZ7nkHzt5x7rK-yEj0Iw?e=WgZ3lL).

## ADEA Role

ADEA supports the Branch Executive and Program Organising Committee (POC) with logistical arrangements for conferences and educational and other events, by managing the following:

* Organising POC meetings
* Developing and managing the budget
* Venue sourcing, to ensure the venue costs are within the event budget and exhibition space is sufficient for sponsors (ADEA will provide suitable venue options to the POC for final decision)
* AV requirements
* Speaker liaison and invitation including negotiating any travel and accommodation
* Attendee registration
* Sponsorship prospectus development, sponsor engagement and liaison
* Event promotion including management of a conference webpage
* Graphic design for conference and promotional materials

## Program Organising Committee (POC)

A Program Organising Committee (POC) is set up in the relevant Branch to assist with the development and planning of educational events. Some state/territory Branches may have an established Education Committee.

The primary role of the committee is to help plan and coordinate the educational and professional development aspects of the event. This includes but is not limited to:

* Designing the educational content
* Selecting and initiating contact with speakers
* Identifying relevant sponsor representatives for their region and providing these details to the Branch Liaison and Events Officer
* Identification of priorities for the call for abstracts
* Reviewing abstracts for oral and/or poster presentations

### POC members

Where there is not an established POC or Education Committee, ADEA will assist Branch Executives to seek expressions of interest (EOI) to recruit members for the POC. The EOI is designed with the following suggested criteria:

* Experience or an interest in planning a conference program
* Ability to work to a deadline
* Financial membership of ADEA

Members of the POC receive the following benefits:

* The opportunity to set topics for the event
* The opportunity to develop their leadership skills through event management
* Up to 5 CPD points under Category 2 - Management, Administration and Leadership towards their next credentialling application
* Fifty percent discount on the early bird registration fee
* Professional development and networking opportunities.

It is preferable but not essential that the Branch Education Officer is the chair or a member of the POC. If they are not, the POC should maintain contact with the Branch Education Officer as the liaison point between the POC and the Branch Executive.

Expressions of interest from Branch members to join the POC are assessed by the Branch Executive and ADEA.

When selecting a POC the following should be considered:

* The POC should ideally be comprised of approximately three to six members
* The appointment term is commonly one to two years
* Ideally the POC should have a mix of both experienced and novice organisers to assist with succession planning and capacity building
* Some POC members should be located close to the location for the proposed conference to assist with tasks such as venue site visits
* There should not be any conflict of interest for any POC members (e.g. pharmaceutical company or sponsor representatives)

Following the assessment of expressions of interest, ADEA will notify both successful and non-successful candidates via email. During the notification process successful applicants are requested to complete a mandatory *POC Volunteer Form* [Attachment 4 - POC Volunteer Form\_Template - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EX8Lu1XuQRBGvpc61JMHL20B-SeZLFNYL5H4ATsAN4_ZEQ?e=EgJaHd)

Volunteers who work from home are covered under the *Workplace Health and Safety Act 2011.* Accordingly, all ADEA volunteers, including POC members, are required to carefully read the information in ADEA’s *Workplace Health and Safety ADEA Volunteers Working from Home Policy* and the guidelines, Essential Guide to Work Health & Safety for Volunteers (<https://austdiabeteseducators.sharepoint.com/:w:/s/Site-Shared/EYfu0RLL7MNNl3bLbhsVEcQB5ROOtcr61iMOvlIeRiujUQ?e=xh1t6f>) They will be required to sign the declaration at the end of this document.

POC members will also be required to confirm they have read and understand ADEA’s *Quality Management System Policy* available here: <https://www.adea.com.au/wp-content/uploads/2017/02/ADEA-QMS-Policy_170202-004.pdf>

### POC Roles

The POC develops the conference program. One member of the committee should be elected as the committee chair. This position may be taken on by the Branch Education Officer. This person chairs POC meetings and is the key liaison contact for ADEA.

It is useful for one or more members of the committee to visit prospective venues to assess their suitability for particular events. Note that ADEA will source venue options for Branch conferences to ensure the venue costs are within the event budget and exhibition space is sufficient for sponsors. ADEA will provide venue options to the POC for final decision.

In addition, POC members are involved in assessing abstract submissions for oral and/or poster presentations, if relevant to the event. The POC can determine roles for other members as required in consultation with ADEA. A summary of POC roles is at [Attachment 5 - POC Roles - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/Ed_iR5bopJhJtiQgfJm4p0EBEz5mnyxV0fp8JpE5n-uZYQ?e=jaH48S).

### POC Meetings

POCs need to meet regularly in the 12 months leading up to the Branch conference. ADEA will schedule these meetings and send invitations to all POC members. These meetings should not incur expenses and ideally should include ADEA’s Branch Liaison and Events Officer.

## Event Organisation

### Formats – in-person, online or hybrid

Events can be held with in person or online attendees only or as a combination of both (referred to as hybrid events). When making a decision on the format of an event, the following need to be considered: suitability of venues to include online participants, AV costs and equity of access for Branch members.

It is becoming more common to record events or presentations, and these recordings can be uploaded to the ADEA Learning Management System (<https://learning.adea.com.au/lms/>) after the event. Those who attended the event will be granted access to these recordings at no cost, while other members will need to pay a fee to access each session. Members who view the recorded events or presentations can obtain CPD points if they complete a short online evaluation.

### Attendees

Branch professional development events are open to all ADEA members, as well as non-members such as health professionals and students. Diabetes-related events can attract key non-member stakeholders in diabetes education and management, including:

* Diabetes educators
* Nurses, midwives and primary health care nurses
* Dietitians
* Podiatrists
* General Practitioners
* Researchers
* Endocrinologists
* Pharmacists
* Psychologists
* Physiotherapists
* Health care workers
* General practice managers
* State government representatives

Branch conferences may also be attended by:

either an ADEA Board member or the CEO

an ADEA manager

ADEA staff, on an as-needed basis, to present or seek feedback on ADEA activities or projects.

A national ADEA update will be provided by an ADEA Board member, CEO or manager, either as an online or in-person presentation.

### Budgets, income and expenses

ADEA will set the budget for an event based on previous years’ data. It will include estimates of income from sponsorship and registration fees, and estimates of expenditure such as venue hire, catering, audio-visual support and speaker expenses.

It is expected that Branch conferences and events will make a profit to enable ADEA to cover all costs associated with the event, including ADEA staff time, and to deliver services to members, including educational travel grants.

ADEA will enter into any necessary contracts for an event, for example with venues, audio-visual suppliers and caterers. ADEA will also receive invoices and pay suppliers.

#### Registration

Where possible, ADEA encourages both members and non-members, including health professionals and students, to attend activities and events.

Registration fees are influenced by factors such as the size of the event, the location and the estimated number of people registering to attend the event. Members pay a lower fee than non-members. Early bird fees are offered for payment up to eight weeks before an event. Also, as university students are a potential source of new members, lower fees may be set for full-time students wishing to attend ADEA events. Registration packages can be tailored to enable attendees to register and pay for various aspects of the event (e.g. conference, workshop, networking function).

ADEA will set up online registration for events that includes payment of registration fees and collection of any dietary or physical requirements from attendees.

POC members are entitled to 50% off the early bird registration fee for Branch conferences.

#### Reimbursement of expenses

ADEA will reimburse Branch-related expenditure (e.g. speaker gifts) which has been budgeted and pre-approved by ADEA (through the ADEA Branch Liaison and Events Officer). Reimbursements will be paid into the relevant member’s nominated bank account. In order to be reimbursed, the following must be emailed to the Branch Liaison and Events Officer:

* Purchase receipt/s
* A signed completed *Reimbursement Authorisation* *Form* [Attachment 7 - Reimbursement Authorisation - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EVUUZAXx7IBOhUNnZbRO6lkB2grucXWk1N63krICtYs_vA?e=KdaRlb) including the reason for expenditure

Please contact the Branch Liaison and Events Officer to seek prior approval for any proposed expenditure.

### Location and venues

The POC and ADEA will together determine the location for an event. Considerations will include: the type and size of the event, whether it will be held face-to-face or as a hybrid, the venue costs, the venue’s accessibility to attendees (i.e. access to airports and transport) and whether there is suitable space for sponsors. Alternating between capital city and regional locations should also be considered.

Members of the POC should visit potential venues to assess their suitability. The POC may suggest possible locations and venues to ADEA, and ADEA then obtains quotes from the venues. Factors to be considered in choosing a venue are included in the *Venue Inspection Checklist* at [Attachment 8 - Venue Inspection Checklist - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/ESDYhJPm1k9Nla8-2aZ3p-8Be_IqKL4VI17KiDfxs4bTEA?e=DJh9u1).

Once a venue is selected, ADEA will enter into a formal agreement with the venue and any associated audio visual providers as well as paying deposits and ongoing progress payments.

### Program

Branch POCs have found it useful to select a theme for an event. This assists with planning the program and deciding on speakers. It also helps to focus the overall message that the POC wishes attendees to receive.

In developing a program, POCs should consider:

* Results of the previous year’s evaluation which include suggestions for topics and speakers
* The length of the event (e.g. two days, one day, half a day)
* Topics to be covered (in line with the theme and to cater to a variety of attendees)
* Possible speakers for each topic
* Length of sessions/presentations
* Type of sessions/presentations (e.g. keynote speaker, panel session)
* A single program stream or concurrent sessions

Timely finalisation of the event program with speakers will assist with early promotion of the event. Early promotion is essential to achieving strong registration numbers and in securing financial sponsorship. Please refer to [Attachment 9 - Event Program Template - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EfDy_wqgj8lEgmkYa3HDbZMBUaGaxVnMv5D4dSgv9YZJCA?e=ICowsW) for an *Event Program Template* to assist in developing a timetable for your event. ADEA will upload finalised timetables to the conference webpage for attendees to print or to view on their mobile devices.

A Master of Ceremonies (MC) for an event may be considered. A checklist for the MC role is at [Attachment 10 - Master of Ceremonies Checklist - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EUU6s9Ppi1tNkTZPMAUS378B3qwejhgW-NM1UBs66sPI4w?e=0cjCO6). Alternatively the POC may wish to seek other ADEA members to chair sessions at the conference or share this among the POC members. A prompt sheet for session chairs is included at [Attachment 11 - Prompt Sheet for Session Chairs - One Chair - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EVKbmmSsmUBOtYUdya1hRZgBnucB255oA8ooFEiOxe0Zsw?e=4lEifn).

#### Workshops

Workshops or masterclasses may be held in conjunction with a conference or event. These provide attendees with greater access to practical professional development opportunities. These workshops or masterclasses may be subsidised through corporate sponsorship, however a registration fee will still apply to cover other costs associated with the event and to ensure attendance.

#### Call for abstracts

POCs are encouraged to call for abstracts for oral presentation session(s) if relevant to the event. This call for abstracts provides an opportunity to encourage novice speakers to present in a supportive environment.

The call for abstracts should be made and promoted approximately five months prior to an event. ADEA will assist with uploading the call for abstracts [Attachment 12 - Call for Abstracts - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/ERS-2x50DJ5IoWnnn4MzU48Bwpc1suNlakAws11D89_xyA?e=jvgua5) to the event webpage and its promotion. POCs should endeavour to receive abstracts approximately three months prior to a conference to allow sufficient time for assessment and for ADEA to notify the selected speakers.

The POC identifies the assessors of the abstracts. The assessors are typically the POC, or a smaller subcommittee or other ADEA members. Once the call for abstracts closes, the abstracts received are assessed. This assessment process is intended to be an objective, critical appraisal of the submitted abstracts to identify those with the greatest appeal. It is recommended that all abstracts are reviewed and scored by two to three people resulting in a total average score for comparison against other abstracts. Authors of the highest ranking abstracts are then selected to present at the conference. The POC will determine the cut-off score. Those abstracts not selected may form the basis of a poster presentation. Please refer to [Attachment 13 - Abstract Reviewer Guidelines - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EWssnc1zk2tPvzO-FF4jrI8BUhT_8Xdq0lV_t0j8dIRUvQ?e=tiDx3A) for ADEA’s*Abstract Reviewer Guidelines.*

Once the POC has made its decision about the abstracts selected for presentation all those who submitted abstracts must be notified of the outcome. There is no appeal process for those who have submitted abstracts, but those not selected should be provided with constructive written feedback from the POC about the decision made.

The POC may wish to seek expressions of interest from other ADEA members to judge abstract presentations at the conference if it is intended to award winners in categories such as experienced, new presenter and poster presentations.

#### Networking opportunities

POCs are encouraged to build networking opportunities into the conference or event program. Options that incur substantial costs (such as dinners) will generally need to be sponsored. Corporate sponsors may be willing to cover the cost of, or subsidise, a networking opportunity in return for certain privileges and provided sponsored activity includes an educational component (e.g. a dinner speaker, breakfast workshop). If sponsorship is not able to be secured, networking opportunities should be considered that will be at little cost to attendees.

Considerations in planning a networking event include:

* Will the venue adequately accommodate the activity?
* What is the planned opportunity and what will it cost?
* Should sponsorship be sought?
* Will there be an education session as part of the networking function and if so who will be the presenter/speaker?
* Will there be a theme and/or social activities?

Attendees will be required to make a contribution toward the cost of sponsored functions in order to secure their attendance and cover costs.

In its negotiations with potential sponsors, ADEA provides an estimate of the number of attendees. If these numbers are not reached, or members who have registered for the event fail to attend, the company may not wish to engage with ADEA in relation to future sponsorship opportunities for Branch events. In the interests of fairness, only those who have registered and paid will be granted admittance to these events.

### Speakers

Speakers are important for a successful event, not only in terms of registration, but also for gaining corporate sponsorship. The POC should seek to attract a range of presenters to provide an interesting and varied program consistent with the conference theme.

For Branch conferences, local health professionals and ADEA members should be considered as a first option. The number of interstate speakers is to be limited to one per day of the conference. Proposed speakers should be discussed with ADEA before being approached, to assist ADEA in managing the event’s costs. Interstate speakers may be considered by ADEA, depending on cost.

#### Speaker expenses

Where interstate speakers have been agreed with ADEA, the cost of a return economy class airfare to and from their nearest capital city and one night’s accommodation including breakfast in a 4 star hotel close to the conference venue will be paid **if required**. In terms of securing speaker travel and accommodation, ADEA will deal directly with their travel provider and the proposed accommodation provider.

Speakers’ incidental costs, such as mileage allowance and parking costs can also be reimbursed if necessary. Mileage allowance for travel to and from the event venue in their own vehicle via the most direct route will be based on the Australian Taxation Office rates.

A one-day registration for the conference for invited speakers will be covered by ADEA if they wish to attend for the whole day. ADEA members who are invited speakers will be offered a complimentary one-day registration.

A gift to a maximum value of $50 as a sign of appreciation can be purchased for each speaker.

If a speaker requests an honorarium, this must be approved by ADEA, before accepting the arrangement. A maximum of $300 (GST exclusive) will be considered for each speaker.

#### Approaching and securing speakers

The POC makes initial contact with speakers to seek their interest and availability in presenting. Once a speaker has agreed to present, ADEA will send them a confirmation letter obtaining details such as their IT, travel and accommodation requirements, and a biography and abstract of their presentation for promotional purposes. Permission to distribute their presentation after the conference will also be sought at this time. A copy of the *Speaker Confirmation Letter* is at [Attachment 14 - Speaker Confirmation Letter - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/Ed0m_pfd70RFom_gGqK1Q54Bs8xCTsbp5F1E_tRF6uCk1g?e=dkuAXx) and a Speaker Manual is at [Attachment 15 - Speaker Manual - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EZMPyy-UabVBnzU6K91BcfIBmOCi_221ZSOGk5clQ0iwRA?e=XlwrdS).

#### Consumers as invited speakers

If consumers are invited as speakers to ADEA Branch events, ADEA will need to inform pharmaceutical company sponsors who have trade displays at these events of their attendance. Consumers will also need to be clearly identified (e.g. on their name badges) during the event.

In the planning and delivery of these events, ADEA and companies must ensure they abide by:

* The Therapeutic Goods Act 1989 (available here: <https://www.legislation.gov.au/Details/C2019C00066>Replace with current version: [[[[Therapeutic Goods Amendment (2022 Measures No. 1) Act 2023](https://www.legislation.gov.au/Details/C2023A00010)](https://www.legislation.gov.au/Details/C2023A00010)](https://www.legislation.gov.au/Details/C2023A00010)](https://www.legislation.gov.au/Details/C2023A00010)
* <https://www.legislation.gov.au/Details/C2023C00102>The Therapeutic Goods Advertising Code (available here: <https://www.tga.gov.au/publication/therapeutic-goods-advertising-code>
* The Medicines Australia Code of Conduct (available here: <https://medicinesaustralia.com.au/code-of-conduct/code-of-conduct-current-edition/>
* The Medical Technology Industry Code of Practice (available here: <https://www.mtaa.org.au/resources/code-practice-edition-11-2020>
* Replace with: [[[[code-practice-edition-13-2023](https://www.mtaa.org.au/resources/code-practice-edition-13-2023)](https://www.mtaa.org.au/resources/code-practice-edition-13-2023)](https://www.mtaa.org.au/resources/code-practice-edition-13-2023)](https://www.mtaa.org.au/resources/code-practice-edition-13-2023)

### Registration

All attendees should pay for their registration prior to the event. Branches are not required to handle registrations or payment receipts. Depending on the event and program, registrations may be for a half day, one day or two days. ADEA will set up the registration approximately two months prior to an event.

Registrations generally close around one week before a conference to allow adequate time to advise the venue of final numbers and prepare name tags.

ADEA will send an email to attendees in the week before the event to advise them of matters such as:

* Confirming details of the venue including any public transport options
* Parking arrangements
* Registration details – time and location
* Information about the evaluation of the conference
* Online login details for virtual attendees

Registration costs will only be reimbursed if cancellation of attendance is notified to ADEA 72 hours’ in advance of the event. Special circumstances for cancellation and refund of event registration fees will be assessed on a case-by-case basis. These conditions will be made clear to all potential attendees at the time of registration.

### Sponsorship

Corporate sponsorship is an important sources of income to help pay for the cost of an event. Benefits received by sponsors vary depending on the commitment and event type, size and activities, but generally include:

* Prominent trade display positions
* Access to online/virtual exhibition portals
* Strategic placement of corporate trademarks and logos (e.g. conference webpages and programs, corporate banners)
* Formal acknowledgement at the event with possible presentation opportunities
* Networking with attendees
* Catering (e.g. morning tea, lunch and/or dinner)
* Inclusion in marketing materials

ADEA may seek advice from the POC on local sponsor representatives who can be approached to support state and territory education events. Non-traditional sponsoring entities, such as non-pharmaceutical entities, should also be considered.

ADEA will undertake the following tasks in relation to corporate sponsorship:

* Development of a sponsorship prospectus
* Approaches to sponsor representatives. There may be opportunities to engage sponsors for more than one event or for particular support such as travel grants, conference materials and social functions
* Engagement with sponsors through a formal contractual agreement
* Invoicing of sponsors
* Maintaining records of sponsors’ engagement
* Liaising with sponsors prior to an event on logistical and administrative matters

### Promotion

Wide and early promotion of an event is important. It facilitates better attendance and provides sponsors with greater exposure. Confirmation of speaker/s and official program will assist in promoting the event to members and non-members when they are considering whether to attend or not.

ADEA will set up a webpage on the ADEA website for each conference. The conference program, biographies of speakers and sponsor logos will be included on this webpage.

ADEA will promote the event through its e-newsletters and social media. ADEA will also advertise the event to other relevant health professional organisations. POC and Branch members are encouraged to market the event to colleagues, other organisations of which they are members, and in their workplace.

### Travel Grants

Sponsorship of conferences may include funding for travel grants. These grants assist members who otherwise may not be able to attend, to travel to and participle in ADEA conferences or other events. ADEA funding may also be available to support travel grants. Travel grants are usually specified as a set sum (e.g. $250 or $500 ach) depending on the amount of funding available.

#### Conditions of funding

The conditions of funding for travel grants are usually as follows:

* The grant is to be used only to contribute to registration to the conference, economy airfares, ground transport and accommodation
* Applicants need to identify if they have received a grant from any other body to attend the conference
* The prize is non-transferrable.

#### Eligibility criteria

The eligibility criteria are generally:

* Applicants must be a financial member of ADEA for at least twelve months at the time of application.
* Applicants must not have received a travel grant or Registration Assistance Grant from ADEA to attend ADEA conferences (ADC or Branch conferences) in the previous two years.
* Applicants must not have received financial support from ADEA through various activities (e.g. Case Study Competition, CDE of the Year), in the previous two years.

Optional eligibility criteria can include:

* Applicants must be located in rural/remote Australia. ADEA members who are residing in categories ranging between RA2 to RA5 are eligible. To check the the Remoteness Area category, please visit the [Department of Health website](https://www.health.gov.au/resources/apps-and-tools/health-workforce-locator/health-workforce-locator).
* Evidence of active participation in the conference e.g. submitted abstracts to the conference or participation in ADEA committees may support applications.

#### Application Process

Travel grants should be advertised approximately four months prior to a conference. ADEA will set up a Survey Monkey application form which requests members to specify their reasons for requiring a grant and the amount of funding being sought.

Applicants are given 4-6 weeks to complete and submit their application.

#### Selection criteria

The applicant must demonstrate the following:

1. Difficulty attending the conference without receiving the travel grant
2. Benefits of attending the conference for their current practice in diabetes education
3. Active participation in the conference by presenting a paper or poster; chairing a session etc (Optional)

#### Selection process

A review committee comprised of three ADEA members reviews all applications against the eligibility and selection criteria. The committee then forwards their recommendations to the CEO who will endorse the successful applicants.

Applicants should be advised of the outcome, from ADEA, of the selection process 4-6 weeks prior to the commencement of the conference to allow them time to make necessary arrangements. This timing also allows the applicants to secure conference registration at the early bird rate.

ADEA pays the travel grants. Payments to successful applicants are generally made by bank transfer.

### At the event

The POC should develop a run sheet which allocates responsibilities to each POC member at the event. If needed, ADEA can provide advice and examples of run sheets.

### After the event

#### Certificates of attendance and appreciation

Certificates of attendance will be prepared and issued by ADEA to attendees for CPD purposes. Guest speakers and others important to event success will receive certificates of appreciation prepared by ADEA. Certificates can be handed out on the day or emailed after the event. Please refer to [Attachment 17 - Certificate of Attendance - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/ESmPhaPaRrtCmIrWHsJ3qIUBuF6A-Eg8VcRDBWK5OQIFZw?e=kZbI9n) for a *Certificate of Attendance* template and [Attachment 18 - Certificate of Appreciation - Copy.docx](https://austdiabeteseducators.sharepoint.com/:w:/s/BranchInformation/EVkPJywOy_5HtWEEta2C1zoBjo4xAAs_H5_6w8ezuPcw9w?e=N8XlhV) for a *Certificate of Appreciation* template.

#### Evaluation

It is important to seek evaluation and feedback from attendees to foster continual improvement and relevance to members. It also enables ADEA to provide insight and support to other state/territory Branches. ADEA will prepare and promote the online evaluation. ADEA can also provide the POC with previous evaluations for comparison and to guide decision-making. Evaluations typically include questions relevant to individual presentations, attendee learning, comments on logistics and administrative aspects, and recommendations for future events. Evaluation responses are collated by ADEA and provided to POC members. POC members may wish to have a final meeting after the event to discuss the evaluation results and provide any comments to ADEA on planning future events.

It may also be appropriate to conduct a separate evaluation of the sponsors who held trade displays at the event. This evaluation will need to be tailored to take into consideration the commercial nature of their involvement. ADEA can assist with preparing this evaluation. Sponsors are often keen to support an evaluation process.

# CONTACT DETAILS

Please contact ADEA via:

### ADEA Website:

[www.adea.com.au](http://www.adea.com.au)

### Postal Address:

ADEA, PO Box 163, WODEN ACT 2606

### Physical Address:

Unit B, 19 Moore St, Canberra ACT 2601

### Telephone:

02 6173 1000

### Email:

Branch Liaison and Events Officer: [events@adea.com.au](mailto:events@adea.com.au)

# ATTACHMENTS

**Attachment** 1 Branch Meeting Agenda template



**Attachment** 2 Branch Meeting Minutes template



**Attachment** 3 Event Types



**Attachment** 4 Program Organising Committee (POC) Volunteer Form



**Attachment** 5 Program Organising Committee Roles



**Attachment** 6 Event Planning Checklist



**Attachment** 7 Reimbursement Authorisation

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**Attachment** 8 Venue Inspection Checklist



**Attachment** 9 Event Program Template



**Attachment** 10 Master of Ceremonies Checklist



**Attachment** 11 Prompt Sheet for Session Chairs



**Attachment** 12 Call for Abstracts



**Attachment** 13 Abstract Reviewer Guidelines



**Attachment** 14 Speaker Confirmation Letter



**Attachment** 15Speaker Manual

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**Attachment** 16 Welcome email to attendees



**Attachment** 17 Certificate of Attendance



**Attachment** 18 Certificate of Appreciation

