



Event Scheduling and Approval Policy and Procedure

Created By	Head of Education
Reviewed By	Education Advisory Committee
Approved By	Education Advisory Committee
Approved On	27 April 2023
Next Review	Initial - November 2024 (then bi-annually)

1. Purpose

This policy and procedure set out the basis on which AVA Events will be scheduled and subsequently approved by the AVA for delivery to AVA Members and non-AVA members. The process to be adopted in undertaking these activities is also outlined.

This policy and procedure are to be read in conjunction with:

- AVA Planning of Events Policy and Procedure
- AVA Costing and Pricing of Events Policy and Procedure

2. Scope

This policy and procedure applies to the scheduling and approval to deliver all AVA Events.

An AVA Event is a planned program or activity for which the purpose is veterinary education, veterinary advocacy and/or veterinary connection (e.g. social) and support and where delegates are required to register to attend. An AVA Event can be delivered face-to-face, online, or a combination of the two.

AVA Events will be classified as a Simple Event or Complex Event, and will be further categorised in levels of A, B, and C.

A Simple Event is normally characterised by:

- duration of up to one (1) day;
- a single, all-inclusive delegate package (e.g., one price point for categories of AVA members and non-AVA members) or a delegate package plus one (1) option (e.g. CPD and a separate dinner option); and
- management of delegate registration and payment within the AVA's customer relationship management system (CRM).

A Complex Event is normally characterised by:

- duration of one or more days;
- a standard delegate package price, plus individually priced options (e.g., delegate rates based on levels of AVA membership and/or inclusion of an early bird delegate price and additional pricing for add on socials, workshops, etc); and
- management of delegate registration and payment either through a third-party event management provider OR within the AVA's customer relationship management system (CRM).

Refer to Schedule A for guidance on classifying a proposed AVA Event and Schedule B for AVA Event classification options. Schedule C outlines the process for AVA Event Scheduling and Approval timelines.

3. Principles

The following principles will apply:

- 3.1 The AVA Events portfolio, as a whole, must ensure plans and decisions are based within the financial limitations of AVA as a whole. This means that AVA Events are to

be scheduled with sufficient notice to ensure appropriate time for approval and resourcing of the proposed event. All AVA Events will be budgeted to provide a return on AVA investment.

- 3.2 AVA Events are to be appropriately planned, in line with the **AVA Event Planning Policy and Procedure**, to optimise the time the event is available in-market for maximum delegate registration and sponsor return on investment.
- 3.3 To provide standardisation, eliminate ambiguity, and provide quality control, AVA Events are to be costed and priced in line with the **AVA Event Costing and Pricing Policy and Procedure**.
- 3.4 Each AVA Event must be appropriately positioned within the broader context of the **AVA Event Schedule**.
- 3.5 Both the requestor and approver of the AVA Event are to ensure the proposed event aligns with the AVA Events Schedule.
- 3.6 Event requesters and event approvers need to observe and comply with AVA requirements for identification and notification of any conflicts of interest that may arise in scheduling and approval decisions.
- 3.7 The AVA Education Advisory Committee (or Approved Nominee) holds responsibility for an AVA Event approval decision.
- 3.8 All Simple and Complex Events are to be approved before they are published in the AVA Events Schedule or advertised to AVA members.
- 3.9 AVA Event approval will only be progressed when:
 - the request for approval of the event has been submitted within the appropriate timeframe;
 - justification to host the event is defensible;
 - application of the Costing and Pricing Tool has been appropriately employed; anddelivery of the event is at a time that:
 - optimises delegate participation;
 - aligns with event coordination capacity;
 - minimises competing events (both internally within the AVA and with large external veterinary education provider events); and
 - avoids duplication of content and/or speakers at either an AVA Event or another veterinary education offering.
- 3.10 AVA Events approved for delivery will be appropriately resourced and supported by the AVA. This may involve the engagement of an external event management provider for complex events.
- 3.11 The review of proposed events and approval process for AVA Events will include consideration of sufficient capacity of AVA Staff to appropriately support the Event.
- 3.12 Management of delegate registration and payment for Simple Events will be undertaken by the AVA within the AVA's customer relationship management database (CRM).

- 3.13 Management of delegate registration and payment for Complex Events may be undertaken externally to the AVA where appropriate (e.g., third party provider of event platform or management).
- 3.14 Management of exhibition and/or trade activities for Complex Events will be undertaken by either the AVA within the CRM or external to the AVA (e.g., third party provider of event platform or management).
- 3.15 Where possible, a proposed event is to be combined with an existing or proposed event to improve event management proficiencies, increase value to AVA members, and optimise event offerings and event management resources required.
- 3.16 Priority will be afforded to the approval of AVA Events that demonstrate a higher return of engagement from, and value to, AVA members.

4. Procedure

4.1 Notice of Intention (for Complex Events only)

- 4.1.1 For all Complex Events, a ***Notice of Intention to Host a Complex Event*** form is to be submitted by an event requestor prior to a formal Event Request being progressed.
- 4.1.3. The AVA will call for ***Notices of Intention to Host a Complex Event*** in January each year, for events proposed to be hosted in the upcoming two-plus-year period (e.g., notice of intent submitted January 2023 for proposed event to be hosted in 2025 or beyond).
- 4.1.4 The Head of Education and National Events Manager will review the notice of intention and will consult with the event requestor if conflicting events are identified and to confirm if there is sufficient capacity to successfully host the event.
- 4.1.5 If the proposed Complex Event is endorsed by the Head of Education (or Approved Nominee), the event requestor will be required to submit a fully costed and priced event request, in line with Clause 4.2. for review and approval by the AVA EAC.

4.2 Event Request Submission (For all events)

- 4.2.1. All AVA Events are to be costed and priced in accordance with the ***AVA Event Costing and Pricing Policy and Procedure***. This outlines the process to be undertaken and adopted in undertaking those activities.
- 4.2.2 All AVA Events are to be planned in accordance with the ***AVA Event Planning Policy and Procedure***. This outlines AVA and Group event considerations and the process to be adopted in undertaking those activities.
- 4.2.3 The AVA will coordinate a formal call for Complex Event request submissions in May and Simple Event request submissions in July each year to enable approval (or otherwise) to be notified to the event requestor and for inclusion in AVA budgetary processes (as required). Late requests will not normally be considered. However, event requests that are in response to an unforeseen occurrence, for example an emergency animal disease outbreak, may be submitted at any time.

- 4.2.4 Event requestors are to submit event requests in accordance with the instructions provided in the formal call for event request submissions and attach a completed **Event Costing and Pricing Tool**.
- 4.2.5 Approval for event requests (other than those that are in response to an unforeseen occurrence outlined in 4.2.3) submitted outside of the required timelines may not be progressed.

4.3 Event Request Review

- 4.3.1 Event requests will be reviewed by the Head of Education and National Events Manager to confirm the proposed event:
 - is adequately justified;
 - has been appropriately costed (in line with the **AVA Event Costing and Pricing Policy and Procedure**);
 - pricing is appropriately applied (in line with the **AVA Event Costing and Pricing Policy and Procedure**);
 - timing meets the event hosting framework and can be included within the **AVA Event Schedule**;
 - can be adequately supported by AVA resources for the successful hosting of the event OR to identify and secure external resources required;
 - any other matter that is deemed critical to the successful hosting of the event.
- 4.3.2 The Head of Education and/or National Manager Events will consult with event requestors to resolve any of the matters outlined in 4.3.1. Event requestors may be required to revise the event request accordingly.
- 4.3.3 Revised event requests are to be re-submitted in a timely manner and within the required timeframe provided in the revise and resubmit instructions.
- 4.3.4 If an event request is unable to be resolved between the event requestor and the Head of Education (or Approved Nominee) the matter will be referred to the AVA EAC for review and decision.
- 4.3.5 The Head of Education (or Approved Nominee) will confirm approval (or otherwise) of the event request with the event requestor by email. Feedback will be provided to the event requestor if the event is not approved.
- 4.3.6 Event requestors may re-work event requests and re-submit in a future call for event request period.
- 4.3.7 Any proposed revision to the original event request will be referred review and approval (or otherwise).

4.4 Event Approval Principles

- 4.4.1 All events approved to be delivered will be entered into the AVA internal Events Calendar as approved.
- 4.4.2 A minimum of six-weeks between the AVA Annual Conference and any other **Complex Event – Level C**
- 4.4.3 A minimum of four-weeks between all other **Complex Event – Level C** events.

- 4.4.4 A minimum of two-weeks between a **Complex Event – Level C** and a **Complex Event – Level A or Level B**.
- 4.4.5 Priority may be afforded to an event requestor for approval of a **Complex Event** where justification to host the event at the proposed scheduled time of year is likely to engage the maximum number of AVA members, e.g., outside of the breeding season.
- 4.4.6 Event requestors are encouraged to consider if their proposed event can be combined with another AVA Event to improve participation and reduce resources required.
- 4.4.7 Excluding webinars, a maximum of two **Simple Events – Level A or Level B** per Group per week may be approved to be scheduled.
- 4.4.8 Webinars (**Simple Events – Level A**) may be pre-recorded and delivered at a time scheduled to reduce the requirement for out of hours attendance by presenters, AVA members and/or AVA staff. No more than three webinars will be approved for delivery at the same time.
- 4.4.9 **Simple Events – Level A or Level B** will not normally be approved to be scheduled at the same time as the delivery of a **Complex Event – Level A, B or C**.

4.5 Approved Event Communication

- 4.5.1 The AVA will aim to prepare and publish approved Complex Events within the AVA Education and Events calendar by the end of August each year for the following calendar year.
- 4.5.2 The AVA internal Education and Events Calendar will be utilised internally by the AVA to manage events and externally with industry to identify and secure sponsorship and advertising opportunities to support approved events.
- 4.5.3 Approved AVA Events will be published externally on the AVA website to assist in increasing delegate registration and sponsor return on investment.

5. References

Nil

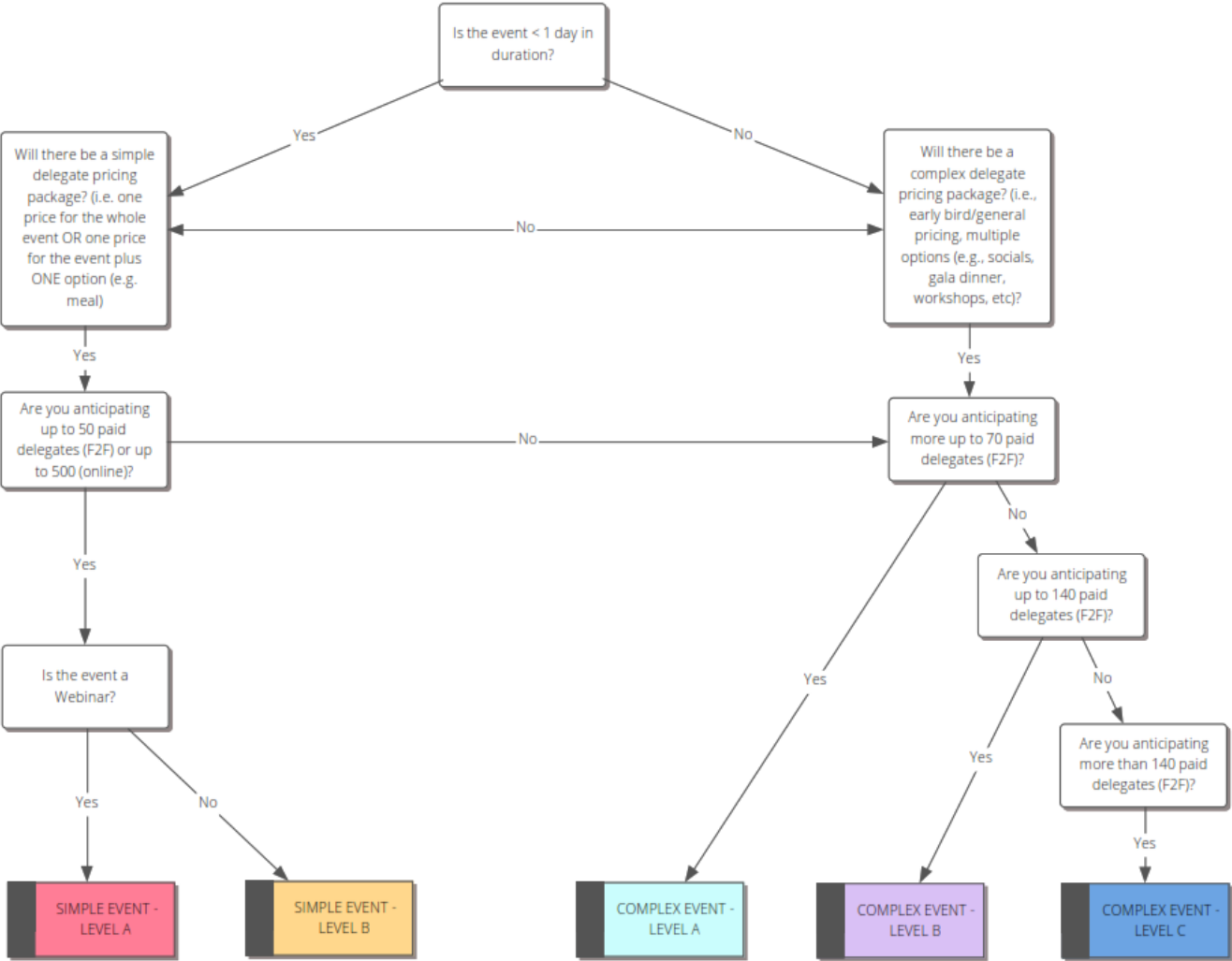
6. Policy and Procedure Information

Accountable Officer	AVA Chief Executive Officer
Responsible Officer	AVA Head of Education
Policy Type	AVA Policy and Procedure
Policy Suite	AVA Event Policy and Procedure
Subordinate Schedules	AVA Event Schedule
Approved Date	27 April 2023

Effective Date	27 April 2023
Review Date	30 November 2024
Relevant Legislation	Nil
Related Policies	<p>AVA Conflict of Interest Policy and Procedure</p> <p>AVA Event Planning Policy and Procedure</p> <p>AVA Event Pricing and Costing Policy and Procedure</p> <p>AVA Use of Third-Party Providers for Goods and/or Services Policy and Procedure.</p>
Related Procedures	Nil
Related forms, publications and websites	<p>Notice of Intention to Host a Complex Event Form</p> <p>Event Request Form</p>
Definitions	<p>Approved Nominee</p> <p>A person authorised by the AVA to act as a representative on behalf of the AVA in the absence of the nominated AVA staff role.</p> <p>AVA</p> <p>The term "Association" or "AVA" means the Australian Veterinary Association Limited.</p> <p>AVA Member</p> <p>A financial member of the AVA and/or AVA Special Interest Group.</p> <p>Costing</p> <p>Involves determining the value of resources consumed in the production of Goods, or the provision of Services, Events and/or Education and is one of the key considerations in the Pricing decision.</p> <p>CRM</p> <p>Customer Relationship Management database.</p> <p>Event Requester</p> <p>An AVA Special Interest Group, Division, Branch or AVA Staff member responsible for event.</p> <p>Event Approver</p> <p>An AVA Staff member who holds the appropriate financial delegation to review and approve an AVA event.</p>

	<p>Delegate</p> <p>A person who participates in and/or attends an AVA event and associated activities.</p> <p>Pricing</p> <p>Refers to the process of determining a figure at which Goods and/or Services and/or Events and/or Education will be exchanged in the marketplace between the AVA and consumers of the Goods and/or Services and/or Events and/or Education. Key considerations in Pricing decisions include cost, market and competitive conditions and any required rate of return.</p>
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Schedule A - AVA Event Classification Tool



Schedule B – AVA Event Classification Options

Event Classification	Event Category	Duration (in days)	Paid Delegates (excluding speakers and exhibitors)	Event Type			Delegate Package				Mode of Delivery (choose one)				Event Options		
				Webinar	Meeting	Seminar	Social (no CPD)	Social (with CPD)	Workshop (wet or dry)	Conference	All inclusive price package	Standard price package plus optional add-ons	Face-to-face	Online	Day Rate Available	Exhibition and/or Trade	Catering
Simple	A	≤ 1	≤ 50 (F2F) OR < 500 (online)	✓	✓	✗	✗	✗	✗	✗	✓	✗	✗	✓	✗	✗	✗
	B	≤ 1	≤ 50	✗	✓	✓	✓	✓	✓	✗	✓	✗	✓	✓	✗	✗	O
Complex	A	≤ 2	≤ 70	✗	✓	✓	✗	✗	✓	✓	✓	✓	✓	✗	✗	O^	✓
	B	≥ 2	> 70 & < 140	✗	✗	✓	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓
	C	≥ 2	≥ 140	✗	✗	✗	✗	✗	✗	✓	✓	✓	✓	✗	✓	✓	✓

O - Optional

O^ - Optional trade area. No stand build; table only

Schedule C – AVA Event Scheduling Timeline

Event Requestor: AVA Group (i.e., Division, Branch, or Special Interest Group) or AVA Staff (Individual or Team, e.g., Public Affairs, THRIVE™; AVA Chartered Veterinary Practitioner™)

