



**WSAVA**  
Global Veterinary Community

## WORLD SMALL ANIMAL VETERINARY ASSOCIATION

### World Congress Aims and Structure Document

Version March 2012

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## List of Abbreviations

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CLO	Congress Liaison Officer
cPCO	Core Professional Congress Organizer
CPC	Congress Scientific Program Committee
CSC	Congress Steering Committee
EB	Executive Board WSAVA
LHC	Local Host Committee
WC	WSAVA World Congress

## Congress Mission

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**The WSAVA World Congress will be an internationally recognized veterinary congress with a scientific program of the highest standard produced in alternating regions reflecting the local culture and veterinary diversity.**

## WSAVA Aims for the annual Congress

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- 1. To improve the education of veterinarians who are members of the WSAVA**
- 2. To further the aims of WSAVA**
- 3. To strengthen the economic foundation of the WSAVA**
- 4. To provide a forum for networking between members of the WSAVA associations**
- 5. To provide advantages to the veterinarians in the region in which the congress is hosted**

## Congress Format

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- 1. The WSAVA will hold a World Congress (WC) annually in each of the three listed areas in turn commencing in 2014 with Europe/ Middle East / Africa**
  - 1.1.1. Europe/Middle East/Africa**
  - 1.1.2. Asia/Oceania**
  - 1.1.3. The Americas**

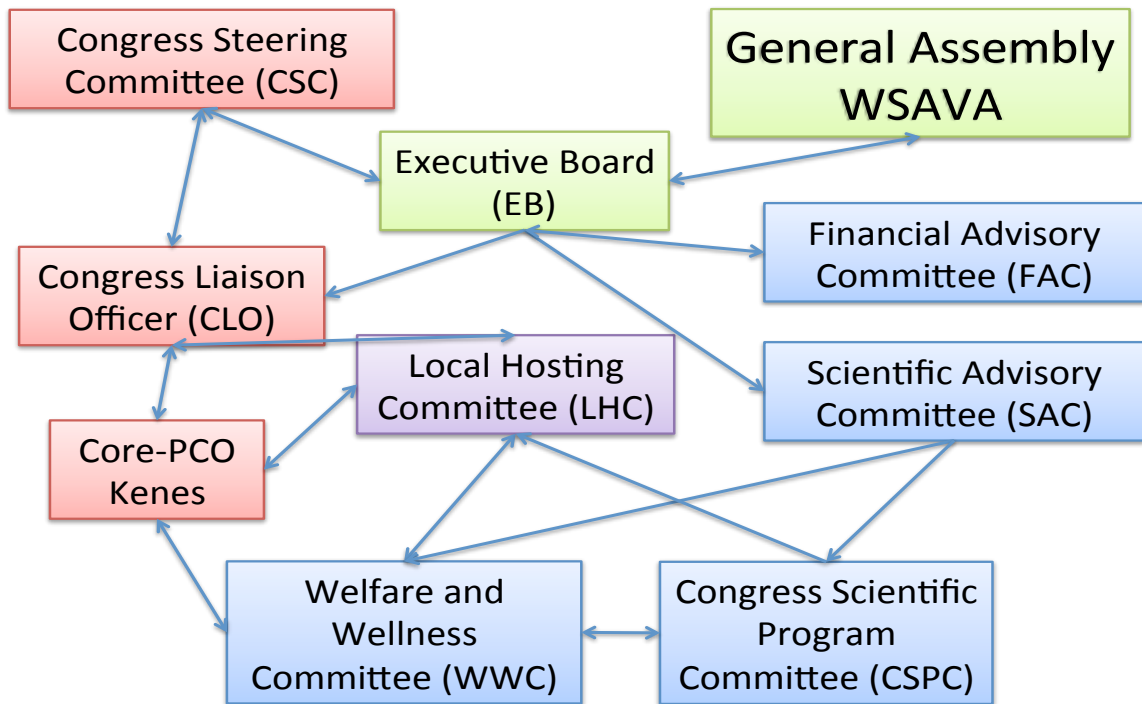
## Schedule of Congresses 2014-19

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- 1. 2014 South Africa**
- 2. 2015 Asia and Oceania**
- 3. 2016 Americas**
- 4. 2017 Europe, Middle East and Africa**
- 5. 2018 Asia and Oceania**
- 6. 2019 Americas**

Distribution of Tasks and deliverables

World Congress Organizational Chart



Organisational Structure

- 1.1. The WSAVA EB are the driving force for the WC through the conduit of the CLO who works directly with the cPCO.
- 1.2. The function of the Congress Steering Committee (CSC) is to provide an overview reviewing and defining change in the WSAVA Congresses. The CSC works in an advisory capacity with the CLO.
- 1.3. The CLO and the cPCO are involved in all aspects of the development and running of the Congress based on an overall work plan and reporting grid. The LHC reports directly to the cPCO and CLO. The cPCO reports directly to the Board via the CLO. The cPCO will operate a website accessible to all interested parties to ensure transparency.
- 1.4. The management of all the finances of the WC is the sole responsibility of the cPCO, in close collaboration with the CLO. Full financial liability lies jointly with the WSAVA and the cPCO and not with the LHC.
- 1.5. The budget will be prepared by the cPCO three years in advance of the WC and will be updated quarterly.
- 1.6. The Local Host Committee (LHC) operates within the task-assigned budgets provided by the cPCO. The cPCO advises and supports the LHC with the joint aim of creating a top quality WC.
- 1.7. The LHC have two representatives on the CPC
- 1.8. The CPC report to the CLO and the SAC

Deliverables:

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Deliverables to the WSAVA Congress Audience

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**1.1 Benefits of a WSAVA Congress (versus the regional/local congresses) for a delegate**

The WSAVA Congress gives me the opportunity to actively participate in the most motivated global community of companion animal veterinarians. This allows me to exchange knowledge and experiences with colleagues and peers. The WSAVA broadens my veterinary and global scope through cutting edge education while visiting exciting places.

**1.2 Take out when attending**

To be on top of my profession I need inspiration and motivation. Attending the WSAVA World Congress has reenergised me and widened my professional and personal scope. The WSAVA connected me with friends all over the world and allows me to promote animal welfare on a broad scale.

**1.3 Key insight**

Because I attend the WSAVA World Congress, I invest in myself. I become part of a global community of first among equals, I update myself on the future developments in my profession, I broaden my view and am inspired on a professional and personal level. I feel better personally and professionally.

**1.4 Core audience**

Adventurous, ageless, travel-happy, active in social networks, willing to improve, eager to learn

Deliverables of the cPCO

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1. KENES International as cPCO of the WSAVA Congresses sees to it that the WSAVA Congresses (as of the year Kenes is appointed), offers to its stakeholders consistency in programming and quality of delivery while guaranteeing financial results to WSAVA. In particular Kenes International as cPCO of the WSAVA Congresses will execute the tasks as described here under. A similar list is part of the contract between WSAVA and Kenes and described in Annex 1. This contract specifies the manner of collaboration and remuneration for both WSAVA and Kenes.
2. List of CONGRESS MANAGEMENT SERVICES to be provided by Kenes International: Kenes International will be supporting WSAVA in the design of optimal meeting architecture taking the formulated meeting objectives as departure point.
  1. Sales & Marketing of the Congress
    - Determine the brand promise of the future WSAVA Congresses and unique “selling proposition” in relation to competing Small Animal Health Care congresses
    - Brochures printing and distribution according to lists to be compiled in cooperation with the WSAVA.
    - Publication of advertisements and notices in the professional press, as decided together with the WSAVA.
    - Dispatch and distribution of appropriate material to national and international congresses on related subjects, as will be agreed upon by Kenes and the WSAVA.
    - E- Marketing congress website, social media etc.
  2. Secretarial work
    - Appointment of a team with experienced project manager and staff to conduct all the preparations for the Congress and to be at the disposal of the WSAVA.

- Record and process of the registrations for the Congress including computer, fax, phone and mail services for the preparation of the Congress.
3. Printing
    - Preparation of all the graphic work for the stationary, final program, the book of abstracts, nametags, invitations to social events, administrative and other printing.
  4. Venue selection
    - Evaluation of all submitted bids and give advice on a preferred number of 3 bids, which become the WSAVA sort list. Give advice to the WSAVA on the preferred option and why.
  5. Venue
    - Halls allocation according to the needs of the Congress.
    - Halls arrangement and/or rent for the Congress sessions and activities.
    - Provision of technical equipment according to the needs of the Congress, including, among others: audiovisual equipment, flags, decorations, signs etc.
    - Provision of desks for registration, information and hospitality services.
    - Provision of Internet access point for Congress participants
  6. Manpower during the Congress
    - Appointment of a competent and experienced team to handle registration, information, technicians, hostesses etc.
  7. Social events and refreshments
    - Social events organization, according to the requirements and within the budgetary framework of the Congress, such as: the opening; receptions; folklore programs, dinners and any other event, as will be agreed upon together by Kenes and the WSAVA.
    - Coffee breaks, lunches and refreshments arrangement as needed.
    - Preparation and management of a separate program for the registered accompanying persons, as decided by Kenes and the WSAVA.
  8. Exhibition and sponsorship
    - Solicitation of donations and sold of the exhibition for the Congress.
    - Preparation of sponsors profile and sponsorship prospectus
    - Development of prospective donor data base
    - Review of sponsor opportunities offered in previous WSAVA Congresses
    - Solicitation of sponsor pledges via telephone, mail and internet
    - Administrative management of sponsor benefits

- Direct and constant contact with the pharmaceutical industry and other sponsors in order to accommodate all requirements and needs

#### 9. MISCELLANEOUS

- Arrangement of any other services related to the organization and the success of the Congress, agreed upon by the WSAVA and Kenes.

### Deliverables for the CPC

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#### *Scientific Program*

The CPC is charged with developing the overall format and scientific program content for congress. This will be in line with the determined WSAVA Congress brand promise and tailored as much as possible to the needs of the region, while staying attractive to potential global delegates and stakeholders.

The cPCO is the WC meeting architect and is responsible for the delivery of the Scientific Program at each WC and for creating knowledge portals to members of the WSAVA.

The SAC is responsible for overseeing the standards of the scientific content of the program and ensuring the delivery of WSAVA branded lectures and streams (such as Standardization Group lectures SOTALS, and streams of global relevance such as Animal Welfare).

#### Other deliverables

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#### *Social Program*

The Social Program will be created so that delegates enjoy a memorable experience and appreciate the local culture and attractions of the region. The LHC will be responsible for the ideas and suggestions to accomplish this and will work closely with the cPCO. The cPCO is responsible for the delivery of the social program. Every effort will be made to facilitate relationship building and networking between WSAVA member associations at the WC.

#### *Commercial Exhibition*

The cPCO will deliver a successful commercial exhibition with input from the LHC regarding the identification of local sponsors.

#### *Reach out to delegates and future attendees of WC*

The WSAVA EB through the CLO will work closely with the cPCO to ensure that members of the member associations benefit from the content of the scientific meeting through its redistribution. The CLO and cPCO working with the LHC will ensure that the WC provides a forum for building networks in the region with the aim of improving regional veterinary professional development .

### Deliverables of the WSAVA

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The WSAVA Secretary will liaise with the CPCO regarding requirements of the WSAVA such as the Assembly Meeting and guest lists.

#### *WSAVA Awards*

Maximise the benefit to all stakeholders behind the Awards

## Deliverables of the CONGRESS LIAISON OFFICER (CLO)

The CLO is the WSAVA person primarily responsible for the Congress

1. The CLO will be employed for a 5-year period, starting in 2014.
2. The task of the CLO is to facilitate the communication of the LHC with the cPCO and the Executive Board and is the end-responsible person for the WC.
3. No major decisions can be made by the LHC without consulting the CLO. The CLO is mandated to inform and seek advice from the cPCO, the CSC, the CPC, the SAC and the EB if necessary.
4. The CLO will have one live meeting per year with the LHC

## Appendix

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### **WSAVA/HILLS CONGRESS LOGO**



Working together towards better veterinary care worldwide