THE WORLD SMALL ANIMAL VETERINARY ASSOCIATION WORLD CONGRESS

List of abbreviations used:
EB- Executive Board
CSC- Congress Steering Committee
LHC-Local Host Committee
PCO- Professional Congress Organizer, currently Kenes International
SC-Scientific Committee
WC-World Congress
WSAVA- World Small Animal Veterinary Association
WS- WSAVA secretariat

Section 1
Introducing the WSAVA Congress

The World Small Animal Veterinary Association (WSAVA) Congress is an annual, internationally recognized veterinary congress with a scientific program of the highest standard. This includes multiple scientific streams developed by WSAVA, as well as two streams per day organized by the local host association designed for the region’s practicing veterinarians, as well as delegates from further afield. The Congress is generally presented in English with translations as needed.

In addition to the scientific program, each Congress features a social program to facilitate relationship building and networking between WSAVA member associations and individual delegates. A large trade exhibition is also an important feature. A large space needs to be available for this trade exhibition.

WSAVA Congress is held for three days, ideally in September – November. The days of the week proposed are flexible. Other dates will be considered provided the bidding association gives supporting information and reasons for suggesting different dates.

The WSAVA congress is typically co-hosted with the local host association. The CSC encourages joint congresses. A fully detailed description of these partnerships can be found in Section 4, Finances, Budget and Liabilities.

The WSAVA Congress rotates through the following three regions of the world to represent and reflect local cultures and the diversity of the veterinary profession.

- Europe, Middle East or Africa
- Asia and Oceania
- The Americas

Why should your organization consider hosting the WSAVA Congress?

There are many reasons to consider hosting the WSAVA Congress:
- The opportunity to showcase your home-grown veterinarian talent and your country
- The opportunity to host a world-class veterinary conference with internationally acclaimed veterinarians in your country
- The opportunity to take advantage of WSAVA continuing education and outreach programs to benefit veterinarians and pets in your country
- The opportunity to show your hospitality and extend friendship to your global veterinary family.
Who may bid to host the WSAVA Congress?

Any association in the designated region due to host the WSAVA Congress, which has been a full member of WSAVA for at least 3 years, has been in good standing for the past 3 years, is solvent and without indebtedness to the WSAVA may apply to host the congress.

Section 2: Bidding Process and Time Frame

1. Every year WSAVA will call for bids from all countries in the designated region via a written communication from the WSAVA Secretariat in August, and again in October the year before a bid will be voted on at congress. This will be 5 years before congress would be scheduled in the designated region. For example, for the 2025 congress, the call for submission will be in August and October 2020.

2. Initially there will be a call for a letter of intent (see Template 1) with suggestions of three suitable cities which may be considered as host cities in the bidding countries. This submission must be sent to WSAVA by November 30 the year before the bid will be voted on at congress. For example, by November 30, 2020 to bid for the 2025 congress. PLEASE NOTE: all convention facilities in the proposed cities must be completed and operational at the time of the bid. They must also be able to provide full financial details to the PCO and WSAVA in order for their bid to be considered.

3. The bidding associations will be notified by the Congress Steering Committee (CSC) 3 months later (by February 28) of the selected city of choice in their country. Should the bidding associations be unhappy with the suggestion, they may choose to withdraw their application before the process is taken any further.

4. The bidding associations will submit their final information to WSAVA (See Template II) by April 30 of the same year.

5. In fairness to all interested organizations, the deadline for applications is FINAL. Applications submitted after the deadlines cannot be considered.

6. The CSC may contact the bidding associations to clarify certain aspects of their application.

7. The PCO completes a comprehensive and objective evaluation of the cities and the venues in terms of accessibility, affordability and suitability 120 days (three months) prior to the next WSAVA Assembly meeting. This evaluation is submitted to the CSC.

8. The CSC undertakes a fair, objective evaluation based on the assessment of the bidding documents (Template 2) submitted by the bidding organization, as well as from the PCO, as well as deliberations and discussions about the veterinary educational and networking benefits to the region (see appendix 1 for a full description of the objective scoring sheet used).

9. The CSC makes one recommendation to the Executive Board (EB) 90 days prior to the next WSAVA Assembly meeting.
10. WSAVA then notifies all Assembly members of the CSC’s recommended bid 60 days (2 months) prior to the WSAVA Assembly meeting.

11. The decision is tabled at the WSAVA Assembly meeting for ratification.

12. If more than one bid is deemed suitable and meets all the requirements, the CSC can ask the Assembly to vote.

13. The PCO will be responsible for reviewing the feasibility of location at any time in the event of a national disaster.

14. Within 30 days of the bid being ratified and accepted by the Assembly meeting, the president of the host association will sign a contract with WSAVA and the PCO.

15. This bidding process may be reviewed annually.

How does your association bid to host the WSAVA Congress in your country? What is the procedure?

Any member association that wishes to place a bid for the WSAVA Congress should follow the timelines outlined in the preceding section, and utilize Template I and Template II. This will ensure that all of the required information has been submitted to the CSC. If the CSC needs further information or clarification, they will contact the bidding association.

Section 3: Roles and Responsibilities of the Bidding Organization, WSAVA and the PCO

A) What are the responsibilities of the Bidding Organization?

- The association awarded the bid to host the WC will form a Local Host Committee (LHC) with up to 5 members.
- The LHC chairperson will be responsible for reporting to the WS and the PCO.
- Meetings of the LHC will be held at regular agreed intervals.
- The LHC acknowledges that they will work under close supervision from the WSAVA secretariat and the PCO, and the PCO will organize and run the WSAVA congress at no risk to the LHC.
- The LHC is responsible for making suggestions to the WSAVA secretariat and the PCO as to how to add a unique flavour reflecting the local culture and veterinary diversity of their region. This includes culturally relevant ideas for the opening ceremonies and social events. The PCO and not the LHC, will be ultimately responsible for organizing the opening and closing ceremonies and the social events based on the above but within budgetary constraints agreed by WSAVA.
- The LHC is responsible for the development of a local Outreach Program. This program is typically held a few days before or after the main congress, is open to all members of WSAVA who register for the congress, and is designed to be cost neutral. This is the responsibility of the LHC, not WSAVA or the PCO. Typically, the Outreach Program reflects a need or animal related issue that is relevant in the region where the World Congress will be held (eg. Spay/ neuter clinic in under serviced area, interactive symposium on breed standards).
• The incoming LHC will develop a concept for the Closing Ceremonies which briefly highlights some aspect of their local culture. This normally occurs on the last day of the congress and is relatively informal and shorter than the other social events.
• The LHC, along with the PCO is responsible for local advertising and for promotion of the WC in the region.
• The LHC is to provide knowledge of local companies and contacts to the PCO who will in turn be approached by the PCO for local sponsorship.
• The LHC may come up with suggestions for a local destination management company for pre-and post-congress tours. These suggestions may be explored by the PCO.
• The LHC will be asked to provide input for a post congress report as required by WSAVA.
• The LHC will ensure that the PCO and the CSC are provided all the details for an objective analysis.
• The LHC is responsible for the organization of two local streams per day. Approval of the speakers is to be obtained from SC and the WS. Speaker costs are included in the general budget.

B) What are the responsibilities of WSAVA and the PCO?

The primary responsibility for the smooth running and total delivery of the World Congress lies with WSAVA and the PCO. WSAVA is represented by the WS. They are involved in all aspects of the development and running of the WC based on an overall work plan and reporting grid.

• Overall design of optimal meeting architecture to accomplish the WSAVA’s objectives and aims in delivering a WC to its members.
• Delivering together with the secretariat, a WC in line with the brand promise of WSAVA while delivering audience satisfaction.
• Business Plan prepared in advance of each WC.
• Budgeting and financial control.
• Solicitation of sponsorship. The PCO must take into consideration any sponsorship deals that may have been already concluded by the Executive Board and any local sponsorship arrangements concluded by the host association.
• Production of proceedings (print or digital).
• Re-packaging of congress course content.
• Registration and related secretarial functions.
• Commercial exhibition: Organize layout of the floor plan appropriate to sponsorship level and local positioning of the company. Includes marketing exhibition space to companies other than main sponsorships. The PCO will work with the LHC to source companies that have products available in the region.
• Advertising and global promotion of the WSAVA Congress including a detailed marketing plan prepared 18 months in advance of the congress.
• Creation of the WSAVA Congress brand concept and design.
• Website design and maintenance to carry WSAVA Congress brand which includes the unique character of each year’s venue/theme.
• Production of all congress material according to the selected concept whether through hard copy, or IT.
• Provision of details of hotels and accommodation to delegates. The PCO will work with the LHC to make available accommodation in every budget level and take in consideration the local and regional cost of living.
• Organize transfers and shuttle services from hotels/accommodation sites to congress venue if deemed necessary
• Delivery and management of Social Events with input from LHC as specified.
• Provision of WSAVA Executive Board/Assembly requirements.
• Technical support for the WSAVA Congress.
• Facilitate satellite meetings and make all arrangements for meeting rooms, equipment and announcements of the satellite meetings.
• Arrangements of any other services related to the organization and the success of the WSAVA Congress as agreed.
• Provide a detailed budget for all speakers including speaker compensation rates, accommodation and travel.

Section 4: Finances, Budgets and Liabilities

LHC finances—what are your liabilities and budget?

With the usual WSAVA/PCO conference model, it is important to note that the full financial liability of the WSAVA Congress lies with the PCO in agreement with WSAVA. On the proviso, that the LHC is working under the strict guidance of the secretariat and the PCO, the LHC carries no financial risk.

A preliminary working budget pertaining to LHC commitments will be prepared three years in advance of the WC by the PCO and updated when relevant by WSAVA.

What is the financial reward for LHC?

Whilst the financial reward is important, the real value of hosting a global WSAVA congress is hard to equate. The financial reward will depend on the conference model agreed upon (see next section for details).

The LHC will receive a single payment if they have fulfilled all of their obligations to WSAVA in the planning and operation of the congress. The PCO and the WS can provide full details to any organization interested in hosting a congress.

Section 5: Are there different congress models?

There are 3 possible financial models for hosting a WSAVA Congress.

1. Congress organized by WSAVA/PCO (preferred option).
2. Congress organized entirely by the host association using their own PCO
3. Hybrid model involving the host association’s PCO working in conjunction with WSAVA PCO

Of these, the first is the most common and the preferred option. Contractual requirements with the WSAVA PCO currently limit the number and frequency of models 2 & 3.

1. Congress organized by WSAVA/PCO
   An association does not need the financial resources required in the past to underwrite a WSAVA Congress. WSAVA’s PCO undertakes this responsibility. Issues relating to budgets, finances & registration matters are dealt with by the WSAVA PCO and are overseen by the
WSAVA Executive Board and secretariat.

The LHC undertakes activities to promote the congress. These activities will be based on a budget prepared by the WSAVA PCO in consultation with the WS and LHC. In return for undertaking these and other activities the local host association shall receive compensation.

2. Congress organized entirely by a host association using its own PCO

The WC can be hosted by a WSAVA member association with its own core PCO or secretariat. The WSAVA PCO will not be involved.

The association must meet the requirements of a WSAVA Congress and agree to discuss a profit sharing partnership that could approximate the WSAVA PCO guaranteed income of $300,000 USD per congress to WSAVA and based on responsibilities assumed. Associations who propose operating the WC without the WSAVA appointed PCO must submit the following documents in their bid:

- Profit and Loss statement from a congress they have operated in the last three years.
- Budget for proposed congress
- List of proposed stakeholders
- List of potential major sponsors

A financial agreement will only be binding when signed by the association’s CEO and treasurer and the WSAVA treasurer and president.

Note:

- The WSAVA does not underwrite congresses that are not operated by their PCO
- The WSAVA does not guarantee congress income
- The hosting association, in this instance must underwrite the congress and be responsible for any financial loss.

3. Congress organized using a hybrid model

Where an association has its own PCO or an established relationship with an existing PCO, a hybrid model can be developed. This may be desirable in circumstances binding the local host association such as when an association needs to provide a non-companion animal component to the congress, or does not have the expertise or ability to promote the event internationally.

As there are multiple potential scenarios, each of these circumstances will be unique.

However, the local association must negotiate with WSAVA and WSAVA’s PCO to generate adequate income to all three parties.

Note:

- The WSAVA does not underwrite congresses that are not operated by their PCO
- The WSAVA does not guarantee congress income
- The hosting association, in this instance must underwrite the congress and be responsible for any financial loss.