

A Practical Step-by-Step Guide for Organising an Event

The WSAVA Regional Continuing Education (CE) Grant Programme helps member associations run high-quality educational events for veterinarians. These events are designed to:

- Improve veterinary knowledge and clinical practice
- Support professional development across regions
- Encourage participants to share learning in their own clinics and networks

This guide explains, step-by-step, how to plan, run, and report a WSAVA-supported CE event.

Proper preparation before a WSAVA CE event is essential to ensure the activity is well-organised, financially viable, and aligned with WSAVA standards. Early planning helps organisers make informed decisions about the event's purpose, logistics, and resources, while also ensuring compliance with key policies and maximising educational impact. Once the grant is approved, organisers must sign the WSAVA Regional CE Provider Agreement and familiarise themselves with relevant WSAVA policies and planning resources. Clear planning at this stage also reduces risks such as scheduling conflicts, unsuitable venues, or budget shortfalls, and ensures that speakers, participants, and programme content are appropriately matched to regional needs.

Key steps to complete prior to the event:

- Sign the WSAVA Regional CE Provider Agreement
- Review WSAVA policies and planning resources
- Confirm event title and ensure it reflects regional educational needs
- Check compliance with WSAVA Welfare, Safety and Accessibility Policy
- Select suitable and accessible location and date (avoid conflicts and holidays)
- Prepare an estimated budget and decide if participant fees are required
- Plan speaker requirements and confirm alignment with budget (consider sponsorship if needed). Reach out to your regional representative if you need support to find a speaker
- Estimate participant numbers and secure an appropriate, accessible venue
- Develop the draft programme
- Plan marketing, sponsorship, and registration processes



Communicating with speakers:

- Confirm lecture topics, titles, and learning objectives
- Specify event format (in-person or hybrid)
- Provide audience profile, expected numbers, and presentation level
- Confirm allocated presentation time
- Share WSAVA introductory branded slides
- Remind speakers of WSAVA guidelines where relevant
- Set expectations for neutral, evidence-based education
- Require disclosure of any conflicts of interest

Budget Planning Template provided to estimate costs, profit or loss.

Budgeting for an event is essential because it ensures that all planned activities can be delivered smoothly and professionally without unexpected financial shortfalls. A clear budget helps organizers allocate resources appropriately for key areas such as speakers, venue, travel, and materials, while also allowing them to prioritize spending based on educational impact. It also reduces the risk of overspending, improves transparency for stakeholders and funders, and supports better decision-making throughout the planning process. Ultimately, a well-prepared budget increases the likelihood of a successful, high-quality event that meets its educational goals.

Marketing the Event

Marketing is essential for a successful event because it ensures that the target audience is aware of the opportunity, understands its value, and is motivated to attend. Effective promotion helps maximise participation, which in turn increases the educational impact and overall success of the event. When planning marketing, organisers should consider who the audience is, which channels will reach them best (such as email, social media, professional networks, and partner organisations), and how to communicate clear, engaging messages about the event's benefits. It is also important to start promotion early, maintain consistent visibility, and ensure that all materials reflect WSAVA branding and key event details accurately.

WSAVA branding should be included in:

- Event promotional materials
- Programme booklets
- Opening slides
- Certificates of attendance
- Event banners
- Social media posts



You should also use:

- [WSAVA logo kit](#)
- [Branding guidelines](#)
- Example banners
- WSAVA promotional videos
- Introductory slides about WSAVA

WSAVA branding material and guidelines can be found [here](#).

On the event day:

During the event, organizers should focus on capturing key documentation and ensuring all administrative and evaluation processes are completed smoothly. This includes taking event photographs such as group photos, speaker sessions, audience engagement moments, and practical activities, while ensuring ethical standards and animal welfare considerations are respected and that participants have consented to the use of images for promotional purposes.

Attendance should be recorded on arrival, and evaluation forms should be completed by participants using a [prepared link](#) or [QR code on a PowerPoint slide](#) at the end of the session. [Certificates of attendance](#) should also be ready for distribution, including participant name, event title, date, location, WSAVA logo, and the local association's signature. Finally, organizers should take notes throughout the event to ensure all required information is collected for the post-event report.

After the event

After the event, organizers should complete and submit the [event report](#) within 30 days using the online form, ensuring all required documents are included such as the final agenda, marketing materials, and event photographs. This stage is also an important opportunity for reflection: organizers should review what went well, identify any challenges, and note key lessons learned, including what they would do differently in future events. Capturing these reflections in writing is valuable for continuous improvement and helps strengthen future event planning and delivery. If support is needed when completing the report, organizers should contact their regional representative for guidance.

Expenses Reimbursement

To claim expenses up to the value of your allocated grant amount, you must complete the designated [reimbursement form](#). Each expense must be entered as a separate line item, and all corresponding receipts must be attached. Only one submission should be made, covering all expenses up to the total approved grant amount.



Unspent Grant Funds

Any portion of the grant allowance that is not utilised will be retained within the WSAVA grant fund. Grant funds must only be used for the purposes specified in the agreement and are not transferable to other services or programmes within WSAVA. For example, if expenses totalling \$1,800 are submitted against a \$2,000 grant, the remaining \$200 will be retained within the grant fund.

Hybrid and Online Events

WSAVA CE events can be delivered in a hybrid format, combining in-person and online participation to increase accessibility and reach across regions. This approach is particularly useful when including neighboring countries, when travel is limited or restricted by WSAVA policy, or when the topic is suitable for remote delivery. To ensure a smooth online experience, organizers should have reliable internet, appropriate audio-visual equipment, a suitable online meeting platform, and technical support available throughout the event; in cases of unstable connectivity, sessions may also be pre-recorded with a live component reserved for discussion and Q&A. Engagement of online participants should be actively supported by allowing live questions, collecting attendee information and evaluations through digital forms, sharing relevant materials when appropriate, and encouraging interaction between in-person and virtual audiences to create an inclusive and interactive learning environment.