



European Dental Students' Association (EDSA)

Academisch Centrum Tandheelkunde Amsterdam
Gustav Mahlerlaan 3004, 1081 LA Amsterdam
Netherlands

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Representing the voice of dental students across
33 countries in Europe

EDSA MEETING GUIDELINES

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1. Introduction

EDSA meetings take place twice a year in different locations all around Europe.

These guidelines were designed to help you organise an EDSA meeting in your country and to make it a wonderful experience in line with EDSAs' policies and core values.

Acronyms and abbreviations

- LOC = Local Organising Committee
- GM = General Meeting
- BoD = Board of Directors

2. What does an EDSA Meeting look like?

Twice each year, all EDSA members meet somewhere in the WHO European Region for a General Meeting (GM). The location of the spring meeting is selected at least once a year in advance during a different GM. Meeting. Each EDSA meeting has a duration of at least four days, three days for the GM and at least one day for the educational and social programme, including sponsor workshops. EDSA Meetings should be as financially sustainable as possible. EDSA meetings are the perfect opportunity for discussing relevant topics, creating new projects and meeting new people. Additionally, participants can discuss difficulties they are having with certain projects and work together to find solutions. EDSA meetings bring together dental students who share



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common interests. Together the participants can help work towards better dental education in Europe.

The location for EDSA Spring Meetings is elected 1 year in advance, at the EDSA Spring Meeting. The election is done by a vote at the General Meeting. Each country or dental faculty wishing to host an EDSA Meeting has to submit all necessary documents (letter of support from the Dental Faculty's Dean, letter of motivation by the local organising committee) at least 2 weeks before the start of the EDSA Meeting.

Each country applying to host an EDSA Spring Meeting should be an EDSA Full Member and have a dental students' association supporting the application. The location for EDSA Summer Meeting is always the same as the location of the corresponding ADEE Meeting; there is no voting by the EDSA General Meeting regarding the location of EDSA Summer Meetings.

In addition to the General Meeting, EDSA Meetings include board trainings, workshops provided by sponsors, standing committees presented by delegates, and a full of social program.

EDSA General Meetings have to take place in an amphitheatre at the corresponding dental faculty/medicine faculty (preferable) or in a hotel conference room. EDSA Meeting room has to have free Wi-Fi at least for the EDSA Executive Committee Members. Additionally, the EDSA Meeting room has to have a video projector and speakers, and (preferably) a microphone. Accommodation should be done in a 3*/4*/5* hotel, in double or triple rooms or in the university dormitories but must contain ensembles. The hotel should have enough rooms available to accommodate at least 100 participants.



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3. Election of a hosting country, how can you apply?

The hosting country open call is usually made for EDSA Spring Meetings. The summer meeting is held in the same city as the ADEE Meeting if the host country fulfils the requirements. If requirements are not fulfilled, an open call is made to host the summer meeting, generally a year in advance.

Each country applying to host an EDSA Meeting should hold an EDSA Full Membership and have their dental students' association supporting the application.

Each local organising committee wishing to host an EDSA Meeting has to submit all necessary documents:

- a letter of support from the Dental Faculty's Dean
- letter of motivation from the Local Organizing Committee
- provisional budget

A detailed presentation of an estimated budget and programme should be presented to the General Meeting before the vote.

4. How to organise yourself after the elections?

If your country is elected to host an EDSA meeting, firstly - well done! You will need to start organising yourself to ensure that everything runs as smoothly as possible.



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Your relationship with the EDSA Board

Along the way, the EDSA Board will accompany you. However, you are in charge of the organisation of your event and must make certain decisions independently.

- You will have regular meetings with the EDSA board to discuss your progress.
- You will have a joint WhatsApp group with the EDSA board in order to communicate quickly and ask questions.

First steps

- You must create a Google Mail account for your LOC in order to keep all the information in one space and have a unique line of communication. You must not send emails with your personal account because information gets lost easily and can be an of GDPR. You can ask the Vice President of Internal Affairs should you wish to have an e-mail made such as edsaCity@edsaweb.org
- You must create a Shared Google Drive which the EDSA Board will have access to. This will include all the documents necessary for the event. It is important to keep written traces of everything that is done and organised.
- You need to define roles and responsibilities for your LOC members. For example, your LOC could look like this, but you are free to define your own LOC:
 - *President - In charge of the delegation of the organisation of the event. This person is legally responsible for the event.*



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- General Secretary - *Organisation of the registration of the event association, is the contact person for emails.*
 - Treasurer - *In charge of taking care of the finances of the association.*
 - Social Program Coordinator - *In charge of the social program (look into section VIII)*
 - Social Media Officer - *In charge of the visuals, the social media posts and replying to enquiries on social media.*
 - Logistics Officer - *In charge of the logistics of day-to-day matters such as transportation from the hotel, being available to provide room allocations and audiovisual help for example.*
 - Sponsorship Coordinator - *In charge of contacting and coordinating sponsors.*
 - Extra help - *You can have members of the LOC (volunteers) who are on hand during the event such as a "sub-committee"*
-
- You must register your association and open your bank account.
 - When establishing your LOC, factor in how many you will plan to have as you may want to factor into your budget them being free. This means you cannot have an extremely large LOC!



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5. How is an EDSA congress financed?

How to fundraise for the meeting?

Registration Fee

Estimating how much money you'll get from sponsors is really difficult. We suggest going at it the other way around. Decide upon a fee that is similar to previous meetings and sufficient to cover most of the essential costs. The amount of money you still need to complete your budget should be your absolute minimum to raise funds. It is important that your fee is affordable, but a fee close to the last one is a good rule of thumb. Any additional sponsorship will contribute towards the "non-essentials".

The participation fee for an EDSA Meeting should not exceed €450 for a 6-night event, including EDSA & ADEE joint meetings and also EDSA Meeting with the addition of a congress. Keep in mind that it is stated in the constitution that €30 per participant should be returned to EDSA as a capitation fee.

Sponsors

Once the LOC is formed, the tricky part starts, fundraising. Tricky, because you put so much effort into it without knowing if you will get any answers or instead sometimes many rejections. However, it is also very rewarding if you get a positive response from a company saying they want to give you a contribution.



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First, you have to make a list of the possible contributors. To give you a little help, here are some categories you can include in your list:

- Dental companies/insurances
- Pharmaceutical companies
- Travel companies/sports/fun
- Pubs/beer brands
- Media/communication/newspapers/medical journals/magazines
- Banks/big companies/ministries
- Medical research
- European funds like Erasmus+
- University/ Society funding
- City (e.g. reduced transportation prices)

Be creative! Any company can be a partner of your event as soon as you show them an interest to fund you. The only limit is your imagination.

You can ask previous organisers of EDSA meetings for their contacts as an inspiration or addition to your own list of possible sponsors. In addition, early contact with your national dental student association can be helpful in gaining sponsorship. Furthermore, EDSA has general sponsors who contribute to every meeting. Their presence and sponsorship must be discussed with the person in charge from within the EDSA Board. Together you can decide what their role and contribution will be for your future meeting. This cooperation will help you avoid potential (contractual) problems.



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You can contact the companies directly on their booths during international/ national/ local dental fayres or view their website to see their exhibitors:

- IDS in Cologne (ids-cologne.de)
- FDI Meeting (fdiworldddental.org)
- ADF in Paris (adfcongres.com)
- BDCDS in Birmingham (birmingham.dentistry.show.co.uk)

The EDSA Board may attend these trade fayres. Liaise to find out if they are in attendance and highlight any sponsors you may wish for them to approach.

Non-Financial Sponsorship

It doesn't necessarily have to be financial support you can expect from a company. You can ask for any kind of contribution which you need during the meeting. Think about lanyards, bags, water bottles, snacks etc. So keep these opportunities in mind and give sponsors more choices than just funding with money.

EDSA Sponsors

As stated before, some companies already have an existing partnership with EDSA. This means that you should not contact them on your own behalf. The contribution done by them will be sent to you directly by EDSA. Therefore, a contract is not necessary. These currently existing parties are different each year. For an overview, ask the EDSA Board which currently has an active partnership with EDSA.



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Information Relating to LOC Sponsors

How To Contact A Company

We suggest you use the same email provided to you by the EDSA Board to ask for sponsorship.

Seeing the EDSA domain when contacted will create a feeling of assurance in a reader.

The best way is to contact the companies on the phone, ask if they are interested in receiving more information about the meeting and advantages for them, get a contact person at the company to send the information to and then start writing emails. Of course, it helps to have one standard email with some information about the LOC organising the meeting, EDSA, the meeting you are organising and the advantages for them to fund you. Especially for internationally oriented companies or funds.

You will find a template in the [Finance Addendum](#). You can change a few lines in the standard letter for the different companies. Shorter is often better. Remember that they get a lot of requests and sometimes cannot be bothered to read an entire biography before the request.

Once you have sent letters to the companies, give them some time to think about it and discuss it internally. After 2 weeks, feel free to remind or call them and ask them if they have received the information and whether they are interested. If not, continue with other companies. If so, they can reply to



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your letter and a contract should be made, stating that they want to sponsor you, how they want to do that and under which circumstances.

When you have the option, contact both local and European representatives of the company. Usually, when you address a local representative from a multinational company, they will forward the request to their European counterpart. However, they don't often share the same opinion and local area managers can decide not to forward it. It is therefore always an option to address both. We do however suggest you do not address multiple people within a local company.

Sponsorship Brochure

It is often considered appropriate to present sponsors with a brochure or overview of the possibilities when asked to sponsor. An example has been given in the "Meeting Guidelines" folder on Google Drive. In this document, you can state the different contributions and what is given in return. It can also be useful to add a description to explain what every option means. An overview of mostly used options is given in the template. Feel free to think outside the box.

As you can see in the template, it is important you have the following basis inside the brochure:

- A summarised introduction (what is the meeting, who is coming, when)
- Information about the meeting you are organising and the goals of this meeting
- The programme



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- Contact information (address, e-mail address, telephone number).
- The packages available

Invoices

After agreeing on a contribution and signing the contract, the company will need an invoice to submit the payment. This can be a simple invoice but be sure to ask the company what has to be stated on the invoice. They often have PO (purchase orders) that they use internally and have to be stated in the invoice (see Addendum 17).

Bank Account, Budgeting, and Financial Reporting for Organising a Meeting

Bank Account and Money Management

Create a dedicated bank account for the meeting to keep track of all income and expenses. If a new account cannot be created, use the bank account of your local association. It is also recommended to seek the assistance of the finance department of your faculty if you encounter any difficulties.

Store all funds in a LOC account within a trusted bank and ask participants to transfer their participation fees directly into that account.

Organise all receipts and expenses digitally and create a file with all expected expenses and deadlines to avoid delays in payments.



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Budgeting

Estimate the number of participants and use the registration fee of previous meetings as a guide to determine the fee for the upcoming meeting.

Create a provisional budget that can be adjusted based on the number of participants and changes in prices.

Create both a high and low-end budget to account for different levels of funding.

Registration Fee

The participation fee for an EDSA Meeting should not exceed €450 for a 6-night event, including EDSA & ADEE joint meetings and also EDSA Meeting with the addition of a congress.

Ensure that the fee is affordable but close to the last one as a good rule of thumb.

Keep in mind that €30 per participant should be returned to EDSA as a capitation fee.

Financial Reporting

Create a financial balance or report of the meeting during and after the event to objectively show the internal finances. This report has to be presented during the next GA.



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Include all expenses and incomes in the financial report to provide a clear picture of the financial status of the meeting.

Profit or Loss

If any profit is made during the event, it has to be split 50-50 between LOC and EDSA.

If the EDSA meeting incurs a financial loss, the LOC has to handle the loss exclusively. EDSA will not contribute to covering the loss unless decided otherwise by the general assembly.

External Expenses

EDSA will cover accommodation and transportation costs (if necessary) for invited speakers or other guests to the EDSA Meeting.

By implementing these financial management practices, you can ensure the financial stability of your meeting and avoid any financial difficulties.

6. What does the accommodation look like?

The accommodation should meet the following criteria:

- Location - close to the venue (ideally within a walkable distance, if not possible accessible via different forms of public transport)
- Size - Large enough to fit all of the meeting participants



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- Type - The best that the budget allows (hotel, hostel or students accommodation)
- Rooms - ideally 2 to 3 people per room, rooms with an en suite bathroom
- Ensuite - should you wish to not book an ensuite, you must discuss this with the EDSA Board and potentially delegates
- Breakfast - included (ideally a buffet)
- Check in/out time - suited to the arrival/departure time of the participants and the programme.
- Payment - the LOC should inform themselves about the deadline for payment and make sure it is suitable before booking

- Reservation and cancellation terms - must be read before booking. You should negotiate refundable terms and force majeure clauses.
- Extra bookings - available in case you increase registrations or people wish to book individual rooms.
- Wi-Fi - stable internet connection provided for everyone at the accommodation which is even more important in countries without free roaming.

7. How do you organise daytime activities?

- Transport
 - Always think about the location of accommodation and the venue when the academic part will take place:



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- is it reachable on foot? (easier for you and the participants)
 - if not: Is there any public transport - direct bus/tram? (buy tickets for participants in advance if possible and factor this into your budget)
 - if none of these options is available, think about private group transportation rather than individual
 - It is unreasonable to expect participants to travel in excess of 45 minutes each way unless clearly explained in advance

Hosting the General Meeting, Workshops, Trainings...

- First option to take in mind is to ask your University to provide you with a place to organise an academic part (usually renting a place out of your uni for such a big group, with a big conference room, small rooms as well, cost you a lot of money and it can get complicated for you). Universities generally provide this for free (being a not-for-profit event)

- For the Academic part, you will need:

1. a large lecture theatre/conference room/lecture theatre where General Meeting can take place, small rooms for workshops, trainings and a place for coffee breaks (it can be also in a hallway during breaks)
2. Internet, microphone, projector, etc. (all the technological stuff for making a General Meeting and lecture on a professional level)
3. Flags (for every delegate who represents their country - ask EDSA Board before to find out which ones you need and if any are available)
4. The place for workshops and trainings



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- Trainings usually can take part in several small rooms with internet and projector
- Workshops (it depends on the concrete one), but usually you will need a table for equipment from sponsors, electricity (extension cords,..) or if possible you can make a workshops in dental laboratories (if your university provides you that)

Ensure you have access to the internet e.g. via eduroam and you should have a login available for those who do not have eduroam access.

Coffee Breaks

- During every coffee break, you need to prepare some snacks for the participants
- A big problem in EDSA General Meetings is the unnecessary use of plastic. Think about some of the ways to reduce it:
 - the food should not be wrapped in plastic (if possible)
 - No disposable single-use dishware (if possible)
 - When serving coffee or water, try to not use single-use cups (maybe ask some sponsor for coffee cup with your logo as a part of Welcome pack/ use a compostable material/ or at least charge 50ct per piece which can be donated later (our goal is to make people aware of their immense use of materials)
- When providing a coffee breaks, try to ask local restaurants for sponsorships (providing some local food with discount or for free with their logo next to it)



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- Snacks can be anything, small bread with vegetables, small muffins, fresh fruits (always try to be in your budget, but if possible try to promote healthy food, vegetarian and also include sustainability in part of every meal)
- Ensure all food is labelled in English and try to outline any allergens where possible (or include in brackets v for vegetarian, ve for vegan and gf for gluten free, lf for lactose free etc.
- You can also, if you have lots of time, write down how many calories per snack!
- Don't forget to include water (not sugary ones) and coffee (we won't survive without it!)

Meals

- In the registration form you need to ask participants about food restrictions (gluten-free, lactose-free, vegetarian, vegan or halal food)
- If the academic program will take place in your University, try to contact the University canteen or local restaurant nearby to provide reasonably priced lunch
- Speaking of dinners, you can use your University canteen as well, or try to pick different restaurants in the city centre. Always think about the timetable, location, evening programme and how to reduce potential problems with the organisation itself.

8. How do you organise the social program?

- Social program usually starts on Sunday evening (preferably welcome drink included and a chill atmosphere in a bar)



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- On Monday evening we traditionally have EDSA vision night. For this evening, meeting participants dress in their national clothes (something typical for your country)
- Here you need a venue with a "karaoke" setting so people can play music of their choice for each country to present themselves (microphone, speakers, laptop)
- Tuesday and Wednesday evenings are usually "party" evenings, with no theme or any theme that LOC applies (example: Black'n'White, oldies etc..)
- Thursday is reserved for Gala night. The venue could be at the hotel we stay at, or any other fancy venue available. The dress code is: Black tie, Cocktail. On this night you may consider booking a photo booth. Sponsors may wish to sponsor the photo booth itself.

9. How do you organise your social media promotion?

- Logo and aesthetic (your logo and the colours, also the design of your account should be attractive, that's what people look at first!) It will also be better to use the logo in your emails, invitation letters, etc.
- Instagram (Instagram is the place to reach a lot of people, so you can start looking at the accounts of previous meetings & mobility projects and start following people there.)
- WhatsApp groups: *With participants one for important info (admins only can speak and participants can view) and one for fun!* (it is very important



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to open a Whatsapp group after the participants have been determined so that everyone can quickly communicate with you and among themselves)

- You should write in your bio the place and dates where the meeting will take place.
- Your logo, the colours you will use, the design of the posts you will share, your bio should be ready before using the account actively.
- It's always good to promote your LOC: You can ask questions like; fun facts about them, their favourite thing/ food related to that city etc.
- People are most curious about accommodation and activities at the meetings, so sharing these on your account will reduce the number of questions you will receive.
- You can share information about your city, such as cuisine, touristic places, etc. to increase interest in your meeting.
- Sharing Reels on Instagram also affects the click-through rate a lot, you can create something interesting: drone videos of your city, food, people etc.

10. How are the applications organised?

Once the registration process is due, you have to create a Google Form which can be filled in to collect all necessary information.

- Make a Google Form (look into "Google Form Applications EXAMPLE")
- Send it to the Board to check it
- Prepare a social media post for the opening of the applications



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The selection of applicants is done by the EDSA Board.

The Board will mark the applicants that are accepted and you will get a full explanation.

If all applicants do not pay or decide not to come, another round of approval of applications will proceed until we have a full list of candidates.

For the approval of applicants, you should:

- Prepare an email for approved applicants for payment (look into "EMAIL EXAMPLES")
- Prepare Invitation Letter (look into "Invitation Letter EXAMPLE")
- Prepare a Payment and Refund Information PDF document (look into "Payment and Refund Information EXAMPLE")
- Prepare an email for those on the waiting list (look into "EMAIL EXAMPLES")
- When the Payment procedure starts, you should update the sheet regularly, so the Board is able to see and make another round of approvals if needed.

11. How do you update the General Meeting on your progress?

At the prior meeting to your General Meeting, you will be asked to present a presentation of what you have completed so far and what you have outstanding. To ensure a successful presentation and to keep delegates happy, you should:

- Have the presentation ready at least 1 week prior to the commencement of the General Meeting (and this should be sent to the General Secretary)



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- Showcase the General Meeting venue, the accommodation, social activities and if possible the provisional schedule
- Liaise with the EDSA Treasurer on your proposed budget (noting you are liable for the finances) and display this to delegates

You will be asked many questions - from flights/travel arrangements to visa queries. Ensure you are well prepared. Delegates do not appreciate waffle, and you will have a limited amount of time allocated (approx 10 minutes).

12. Other

Welcome Pack

- Prepare welcome packs for all meeting participants. Request content from sponsors.
- Welcome packs should be in the accommodation rooms of all participants once they arrive.
- It's advised to give out a tote bag with the logo of the meeting.
- EDSA Magazine should be part of the Welcome Pack.
- Ask sponsors to provide Qr codes instead of brochures that get thrown away.
- Ask for Sustainable or/and long-lasting products, or products for Prophylaxis, since prophylaxis is key for sustainability in Dentistry
- If possible ask participants to decide if and which products they want/need (rest can be donated for social projects)



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EDSA Hoodies

- Design EDSA hoodie with or without meeting logo.
- Participants will indicate on the registration form if they wish to buy a hoodie. However, prepare a higher number of hoodies for people who decide to buy at the meeting.
- Try to find a sustainable and affordable shop (or/and Co2 certificate too)

Magazine

- Print magazines for a total number of meeting participants, article authors, sponsors and any special interviewees.
- Send out the magazine to article authors and special interviewees who are not present at the meeting. Ask VPPR for addresses.

13. After the congress

Evaluation form

Once the meeting has finished, you need to create a Google Form which all of the participants should fill out to evaluate the meeting.

- Make a Google Form (look into "Evaluation form EXAMPLE")
- Send it to the participants
- After most people fill it out, send it to the Board



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Certificates for participants

All of the participants, who have attended the meeting, should be given a certificate of attendance at the end. It is a simple document stating that a person was present during the event and successfully completed all courses throughout the week. The certificate design is up to you and should align with your other graphics. We suggest you share them in a PDF format.

- Design the certificates (Use Canva; must include: EDSA logo, the logo of your meeting; look into "Certificate of Attendance EXAMPLE")
- Text example: Header- "(xxth) EDSA Meeting (location)". Headline - "*Certificate of Attendance*". Body - "*This certificate is proudly presented to (name of the participant) for participating in the (xxth) EDSA Meeting held from (beginning date) to (end date) in (location).*" Footer - LOC President and EDSA President signatures.
- Get the certificates signed by the LOC President and EDSA President (online signature)
- Send certificates to the participants (after they fill out the evaluation form!)
- Certificates should be sent via email and not printed out because of the sustainability of EDSA events - try to be as environmentally friendly as possible!

Thanking sponsors

After the meeting, all sponsors should be sent a thank you email and a certificate in PDF format. The certificate design is up to you and should align with your other graphics.



European Dental Students' Association (EDSA)

Academisch Centrum Tandheelkunde Amsterdam
Gustav Mahlerlaan 3004, 1081 LA Amsterdam
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edsaweb.org

Representing the voice of dental students across
33 countries in Europe

- Design the certificates (Use Canva; must include: EDSA logo, the logo of your meeting; look into "Certificate of Appreciation EXAMPLE")
- Text example: Headline - "*Certificate of Appreciation*". Body - "*We hereby sincerely thank (name of the company) for supporting the organisation and being a part of the (xxth) EDSA Meeting held from (beginning date) to (end date) in (location)". Footer - LOC President signature and EDSA President signatures.*
- Get the certificates signed by the LOC President and EDSA President (online signatures)
- Prepare and send thank you emails with attached certificates to the sponsors

Give feedback to the board

After the meeting you should stay in contact with the board and inform them about everything.

- Arrange a meeting with the EDSA Board
- Discuss everything you think needs improvement, things that didn't go as expected etc.

Congratulations on reaching this far through the EDSA Meeting Guidelines!

Besides this document, you can find a folder with numerous templates which will be very useful to your organisation. Bear in mind that the Board is always here for any questions.

We wish you a good meeting