

## **OFFSHORE CONFERENCES**

**The Code emphasises the need to consider the likely public perception of conducting company training, or sponsoring a third party conference, at a given location. The ultimate questions are:**

- What would the average person in the street think if they knew about this event?
- Would my company pass the 'red face' test?

**Companies might ask the following questions when deciding where to conduct their training, or whether to support a third party conference:**

### Agenda

1. What proportion of the day is spent on educational and non-educational activities?
2. Are there gaps in the day for recreation?
3. Are sessions mandatory, or are some labelled 'optional'?
4. Are the sessions CPD-accredited?
5. Is attendance by delegates to education and professional development sessions tracked in any way?
6. Is there a spousal program? Are any activities planned for partners?

### Venue

1. Would an average member of the public consider the venue appropriate for education?
2. Is the location renowned primarily as a holiday destination?
3. Would an average member of the public consider that a conference at this venue is going to be for the genuine purpose of promoting scientific knowledge, medical advancement or the delivery of effective healthcare?
4. Is the venue a well known conference location?
5. Will the conference or training be the attendees' main reason for being at the event?
6. Is the venue easily accessible and centrally located for intended attendees?
7. What proportion of the attendees will be travelling from New Zealand? If this is likely more than 50%, why is it necessary to conduct the conference offshore?
8. (For joint college or organisation conferences) How do the participating colleges/organisations see themselves working together in terms of education, training and professional development and how does this justify a single, common venue?

### Alignment with professional codes

1. Do the Codes of the professional colleges whose members are invited to the event allow attendance at such venues?

### Marketing materials

1. How does the conference market itself to potential attendees?
2. Are the recreational attributes of the venue used in any way to promote attendance?
3. Is participation in leisure or recreational activities packaged into conference attendance in any way?