

Policy on Promotion of External Events

1. Purpose

The UK Kidney Association (UKKA) is frequently approached by external organisations requesting promotion of their events through UKKA communication channels (e.g., event calendars, eNews, social media). This policy establishes clear criteria for assessing requests to ensure consistency, relevance and alignment with the UKKA's mission and values.

2. Scope

This policy applies to all external event promotion requests submitted to the UKKA for inclusion in:

- UKKA event calendars
- UKKA eNewsletters or bulletins
- UKKA social media channels
- Other UKKA communication platforms

3. Eligibility Criteria

To be considered for promotion, external events **must** meet the following criteria:

3.1 Relevance

- The event must be relevant to **UK healthcare professionals** working in kidney care and/or the **wider kidney community** (e.g., nephrologists, kidney nurses, researchers and where relevant patients or policymakers).
- Outside of UK events, only **major international events** of significant professional interest will be considered; local or niche events may be declined.

3.2 No Clashes with UKKA Events

- The event must **not take place within one (1) calendar week** of a major UKKA-organised event (conference, webinar, workshop, etc.).
- Exceptions may be considered at the discretion of the **Communications & Marketing Team** in consultation with Trustees.

3.3 Reciprocal Promotion

- Where appropriate, **reciprocal promotion** is expected (e.g., the event organiser should promote UKKA activities in their communications to an equal extent/where applicable).

3.4 Equality, Diversity & Inclusion (EDI)

- The event must demonstrate a commitment to **EDI in speaker and panel selection**.

- The UKKA will not prioritise the promotion of events with non-diverse panels (e.g., all-male or non-inclusive representation).

3.5 Non-Commercial & Educational Focus

- The event must be **non-profit or research/education-focussed**.
- **Industry-led or for-profit events** (where the primary aim is commercial gain) will **not** be promoted.

3.6 Content Approval

- The event's scientific/educational content must be **expert-led** (it is preferable if this is by someone who is a UKKA member, Committee member, Trustee, or subject specialist).
- The lead organiser, chair or panel should include recognised experts in the field.

4. Approval Process

1. **Initial Screening** – The **Communications & Marketing Team and/or Events Team** will assess requests against eligibility criteria.
2. **Expert Review** – If required, the team will consult a relevant UKKA expert for content validation.
3. **Trustee Decision (if needed)** – Where uncertainty exists, the final decision rests with the **UKKA Trustees**.

5. Promotion Channels & Limitations

- Approved events may be listed in **one eNewsletter issue** and/or shared **once on social media**.
- Repeated promotion is **not guaranteed** unless under exceptional circumstances.
- The UKKA reserves the right to **withdraw promotion** if an event no longer meets the criteria.

6. How to Submit a Request

External organisations must submit requests via ukka@ukkidney.org including:

- Event title, date, location (or virtual link)
- Target audience and relevance to the UKKA
- Registration links and information
- Speaker/panel list (with diversity considerations)
- Confirmation of non-commercial status
- Any reciprocal promotion offered

7. Policy Compliance & Review

- Non-compliant requests will be **declined without further discussion**.
- This policy will be reviewed **annually** by the UKKA **Communications & Marketing Team** and **Trustees**.

Policy Owner: Caitlin Sewell, Marketing & Communications Lead

Approved by: UKKA Membership & Policy Trustees

Next Review Date: April 2026



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