

**POLICY on
Communication of Scientific Events, CPD activities, and Prizes/Awards
of the EFP National Societies**

Approved by the EC in Athens, March 2026

The current policy is an effort to ensure clear and non-conflicting communication/promotion of scientific events, continuing professional development (CPD) activities, and prizes/awards of all EFP national societies. The policy outlines the routines and prerequisites for announcing/promoting such activities on the EFP communication channels (online and offline).

The National Societies are encouraged to promote their scientific events (e.g. annual national congress, CPD etc.) as well as prizes/awards open to all EFP members on the EFP communication channels, with the federation to facilitate co-ordination to prevent overlaps or other conflicts with EFPs' activities.

The EFP will maintain a schedule of upcoming own activities and announcements within the members area for facilitating planning. The EFP also has a defined look & feel on social media, which will be consistently maintained for branding purposes.

The promotion within the EFP communication channels shall proceed as follows:

- All national societies can publish their events within the *Upcoming events from the National Societies* page within the EFP website.
- The national societies shall contact beforehand the EFP Communications team to agree on the appropriate social media platforms to promote the initiative. This is in order to avoid overloading and/or distract our audience from excessive event posts, to keep a balance among national societies, and to ensure alignment with the EFP editorial calendar and communication plan.
- Events from all National Societies will also be shared through Instagram Stories; however, the National Societies must contact the EFP and provide the respective link to be promoted.
- For full members, the EFP will post a carousel on Instagram every month featuring the dates of the National Societies events, prizes, awards and initiatives following the EFP look & feel. These layouts will also be uploaded to the feed of the EFP profiles on Facebook and LinkedIn. In all cases, the respective National Societies will be tagged.
- For the full member societies, the annual congress + 1 major event, and any international prizes/awards/contest will also be communicated through the monthly newsletter and the website as a news item. The newsletter will feature no more than five news items related to the national societies pr. issue, prioritizing the promotion of upcoming events over events scheduled further away.
- For major EFP events, the federation will implement a moratorium period during which no national society events will be communicated on EFP channels, e.g. for three months

prior to EuroPerio, and two months prior to Perio Master Clinic or International Perio Master Clinic.

- The EFP won't promote events and prizes/awards that are exclusively sponsored by industry outside the EFP partners.