# NFTHD #5: Venue selection for educational meetings

In this Notes from the Help Desk, we explore venue selection for educational meetings. Edition 20 allows flexibility in the types of venues that can be used, enabling access to venues that support the event rather than provide a drawcard for attendance. But what does this look like in practice?

The Overarching Principle guiding educational meetings is that all events, initiated or sponsored by Companies, are reasonable and appropriate with respect to hospitality, travel and accommodation, therefore upholding the integrity and reputation of the industry. This is supported by specific requirements set out in Section 4.5 of the Code, which notes that venues should be selected for its appropriateness to enable the activity and that hospitality should be a secondary purpose of the meeting.

Let's explore that with some examples:

You are meeting with a group of healthcare professionals in a regional town, the venues available that have a private room with suitable audio-visual equipment include the local bowling club, tennis club, or the RSL Club. None of the local restaurants were suitable, and the region doesn't have a conference facility or hotel. In this instance, it would be appropriate to use any of these venues, even though they are geared towards leisure or sporting activities.

Ok, so what about when you are looking at an area with more options? Say the event is in an area that has the same sporting and leisure venues, but also has a hotel with a small but serviceable conference room, and a restaurant with a private space. In this circumstance, it is more appropriate to use the hotel or the restaurant over the sporting or leisure activities.

We could split some very fine hairs in deciding what is 'appropriate' for these meetings. Essentially, companies should be picking venues that allow for private conversations, have audio-visual capability that supports the purpose of the meeting, and venues should not be selected as a draw card for attendance.