



DG GROW DIGITAL SOLUTIONS

European SME Week (ESW)

Guide for ESW Event Organisers

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Promoting enterprise. Every week. Everywhere.



#EUSMEWeek



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Introduction

This Guide has been compiled to answer the most frequent questions asked by European SME Week (ESW) Event organisers regarding how to register, review or cancel events on the ESW public event registration [website](#), and how events are further validated and publishing.

Frequently Asked Questions

FAQ 1

WHAT KIND OF EVENTS ARE ELIGIBLE FOR REGISTRATION?

The SME Week public event registration website, is open to any event organiser wishing to advertise events or activities that meet the general objectives of European SME Week.

- promote entrepreneurship (among new and/or existing entrepreneurs)
- inform businesses about the support available (European, national, regional and local) to help them reach their full potential.

To ensure alignment with ESW objectives and maintain the integrity of the event, your event must meet the following criteria:

- **Event alignment with ESW objectives:** The event is devoted at least in part to the encouragement of a culture of enterprise, the interests of SMEs and entrepreneurs, and sustainable growth. It (and the event organiser) also reflects the values of the European Union.
- **Financial transparency:** The primary financial objective of the organisation managing the event is not commercial or shareholder profit. If there is a charge for entry, it is pitched at a reasonable level.
- **Openness and Accessibility:** The event is accessible to a diverse audience, including provisions for people with disabilities.

Eligible events include conferences, competitions, exhibitions, company open days – or any other means of attracting an audience interested in micro, small and medium-sized firms. The subjects can include anything essential to running small/medium businesses, depending on your expertise or experience: start-ups, corporate social responsibility, tax and legal issues, female entrepreneurship, social economy, etc.

FAQ 2

WHAT'S THE DIFFERENCE BETWEEN THE DIFFERENT TYPES OF EVENTS?

5 types ('levels') of events can be submitted for publishing.

These include:

- **National and regional events**

Organised by a national and/or regional organisation in its country.

- **Cross-border events**

Jointly organised by 2 or more national and/or regional organisation(s) in more than one EU country.

- **European-level events**

Organised either by European-level (business) organisations and/or institutions or by national/regional representations in Brussels. Or, events with a strong European dimension held in one of the 39 countries participating to the ESW programme.

- **EU entrepreneurship days for students**

Europe-wide events for students in their last year of secondary education, taking place at school(s) of your country under the umbrella of EU Entrepreneurship Day. Can include meetings with entrepreneurs, case studies, lectures, workshops and company open days.

- **International events**

Organised by at least one of the 39 participating countries plus at least one country other than a participating country.

FAQ 3

WHAT HAPPENS AFTER AN EVENT HAS BEEN SUBMITTED?

Once you have successfully submitted an event, a confirmation email will be sent to the contact email address that you specified on the event registration form. The confirmation message contains a link to the entered event details. You can use this link to further review the event and monitor its status. Newly submitted events have a status of 'Waiting for approval' until they are approved by a relevant National Coordinator (or by an EU Supervisor, in the case of a European Level Event). A subsequent email will be sent to you when the event is approved (and simultaneously published) – or if it has been rejected (for instructions on how to deal with a rejected event, see FAQ 5 below)

Promoting Your Event

Once your event has been approved, you can begin promoting it under the ESW branding. You will receive a confirmation email with an invitation to become a member of the ESW [Promoting Enterprise Futurium Group](#) dedicated for Event organisers. As a member of this group, you will have access to the ESW Toolkit.

The Toolkit includes marketing assets, visuals, and detailed instructions that must be closely followed. Committed to assisting you in promoting your event at both national and European levels, the Toolkit also contains useful tips and tricks, as well as templates for social media and press releases that you can utilize.

We encourage you to take full advantage of these resources to enhance the visibility and impact of your event.

Please note that you will need a valid EU login.


FAQ 4

CAN I MODIFY AN EVENT AFTER IT HAS BEEN SUBMITTED?

Newly submitted events can easily be updated if they have not been approved yet; a new approval will be required if the changes take place after the event has been approved.

Proceed as follows to modify an event:

1. Click the event hyperlink from the email confirmation that you received upon submitting your event.
2. Click **Edit**.
3. Make the appropriate changes to the event registration form and click **Save**.

 *The status of the updated event will not change (i.e. it will remain 'Waiting for approval') if the event had not been approved yet; if its status was 'Approved', it will be returned to 'Waiting for Approval' and the National Coordinator (or an EU Supervisor, in the case of a European Level Event) needs to approve it again before it is re-published.*

FAQ 5

WHAT SHOULD I DO IF ONE OF MY EVENTS GETS REJECTED?

If an event that you have submitted is rejected by a National Coordinator (or by an EU Supervisor, in the case of a Cross Border or European Level Event), the reason why it was rejected will be mentioned in the email notification that you will simultaneously receive. Modify the event as described in FAQ 4, so the National Coordinator or EU Supervisor can check it again and decide to approve it.

FAQ 6

WHEN AND WHERE WILL MY EVENT BE PUBLISHED?

Submitted events of all types are published on the [European SME Week calendar](#) as soon as they are approved by an authorised National Coordinator or an EC Supervisor – i.e. as soon as you receive the corresponding email notification. This process can take 1-3 weeks, depending on the general planning of the events.

FAQ 7

CAN I CONTACT MY NATIONAL COORDINATOR DIRECTLY?

You can contact your National Coordinator for advice or if you feel that there is some urgency in approving one of your events that is coming up soon. Please find the list of National Coordinators on [Promoting Enterprise Futurium](#).

FAQ 8

CAN I DELETE ONE OF MY EVENTS IF IT HAS BEEN CANCELLED?

If an event that you have submitted needs to be cancelled for some reasons e.g. speakers unable to attend, insufficient number of participants, lack of funding, logistical problems, etc., you can (and should) let this be known so the event can be unpublished from the list of foreseen events on the European SME Week [calendar](#).

Proceed as follows to cancel/delete an event:

1. Open the email message that you received after submitting the event, and click on the URL in the message body.
2. Click the **Cancel/Delete** button at the bottom of the event form
3. Describe in a few words the reasons why you wish to delete the event.
4. Click **Cancel/Delete**.



RESTORING A CANCELED EVENT

It may happen that an event is first cancelled and then the organisers decide that it should take place after all, and that the announcement should be re-published. To do so, just re-open the cancelled event from the original email message, and submit it again. The re-submitted event will be reset to 'Waiting for approval'. It will be published once approved.

FAQ 9

ARE THERE ANY LIMITATIONS AS TO THE TYPES OF DOCUMENTS/PICTURES THAT I CAN UPLOAD?

You can upload 2 types of documents when entering the details of an event i.e.

- **Attachments** – Attachments can be uploaded in the Details tab and typically contain additional information about the event, like agenda, list of speakers, registration form, etc. Attachments are limited to 2 MB and must have one of the following formats: JPG, JPEG, GIF, PNG, DOC, PDF, PPT, XLS.
- **Logos** – Logos can be attached to the main organisation and/or to partner organisation(s) in the Organisers tab of an event. Logos are valid if the following conditions are met: – the related file cannot exceed 100 Kilobytes – the logo must be a picture file with one of the following formats: JPG, JPEG, GIF or PNG.
- **ESW Kitemark** – Please use it across your materials as per the instructions in the Visual Identity Manual, which you can download from the Toolkit available on the [ESW Futurium Group](#).