UK Kidney Week Press Policy

General Information

Any Media and Press Representatives (journalists, reporters, photographers, film crew members, etc.) must adhere to the UK Kidney Week (UKKW) press policy highlighted below.

If the UKKW press policy is violated by an individual or party, UKKW organisers, the UK Kidney Association (UKKA), reserve the right to take legal action against those concerned where necessary. Furthermore, the individual or party concerned may be asked to immediately leave the UK Kidney Week conference and will be denied access to future UK Kidney Weeks and all future UKKA events for the next 3 years or upon review.

The UKKA logo and the UKKW logo are the property of the Renal Association. They cannot be used without requesting written permission beforehand. UK KIDNEY WEEK is trademarked.

Everyone who applies for a press pass must acknowledge and accept the UKKW Press Policy. Failure to do so will result in their access to the UKKW Conference being denied.

Media Accreditation

Eligibility

Journalists representing accredited news organisations are eligible for UK Kidney Week press passes for the sole purpose of editorial coverage. No more than two representatives per publication or media outlet may receive complimentary access.

To verify eligibility, UKKW organisers ask that the following be provided:

- Business card or press card with media affiliation and position
- Letter of assignment from editor/publisher indicating that the journalist is covering UKKW
- Two bylined articles demonstrating original, editorial coverage or
- Two issues of their newsletter containing (or linking to) two bylined articles

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Digital Media, Medical Publishing Houses, Healthcare Societies/Associations, and University Publications

Journalists from the above may register for a press pass only if the publication they are writing for:

- Provides original editorial news coverage
- Exercises editorial freedom from advertisers or sponsors
- Clearly identifies advertisers

The following are not eligible to register for a press pass:

- Industry spokespersons or staff
- Marketing, sales, exhibiting, management or business development personnel from any organisation
- Any journalists not generating original news coverage
- Public relations personnel
- "For-hire" analysts
- Representatives of companies producing publications, videos, and/or other media intended for marketing, advertising or PR purposes

How to register/apply
Please email the UKKA Events Team to request a press pass.

By applying for a press pass, journalists acknowledge that they will observe this press policy.

The decision of the UKKW Press Office is final regarding all press registration requests, and the UKKA reserves the right to revoke press passes at its discretion.

IMPORTANT INFORMATION:
All journalists attending UKKW are obliged to provide a copy of their article within 2 months from the conclusion of the conference. The copy can be sent to events@ukkidney.org

Those with a press pass:

- Have access to all sessions
- Have access to the Press Room (includes usage of event Wi-Fi) where applicable
    - For additional space needed, please contact the UKKA Events Team - additional space cannot be guaranteed

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    - Industry representatives may distribute press releases or press kits in the Press Room
    - The Press Room is not open for industry representatives and cannot be used for any type of meeting
- May ask questions or arrange interviews with presenters and chairs *after* a session has ended
- Must work with UKKA communications representatives to arrange interviews (whether digital or in-person) with UKKA Trustees, plenary speakers or special guests
    - UKKA may not be able to accommodate all interview requests

Photography and Audio/Video

Photography is permitted at UKKW for non-commercial purposes.

Professional filming/recording is not permitted in the opening sessions, plenary sessions or where official filming of the session is taking place. Filming/recording is not permitted in sponsored sessions.

Video recording at UKKW outside of sessions is permitted for the purpose of recording interviews and b-roll, but we ask that the privacy of conference attendees is respected.

Industry partners who are interested in photographing or filming their sessions or exhibition stands should contact the UKKA Events Team and work with the officially appointed UKKW photographer.

Social Media

UKKW welcomes live-posting and posting of conference content (such as slides and posters) on social media as a way to share information throughout social networks. If a speaker does not wish to have their research shared via X, BlueSky, Facebook, Instagram, LinkedIn, or other social networks, the speaker should make an announcement before and during the presentation. Speakers will be made aware that UKKW is open to the news media.