World Allergy Organization (WAO)
A world federation of allergy, asthma and clinical immunology societies
www.worldallergy.org

PARTNERSHIP OPPORTUNITIES

A world federation of allergy, asthma and clinical immunology societies
WORLD ALLERGY ORGANIZATION: 
A Global Community of Learning & Practice

WAO Overview

While every professional society has unique elements, WAO is truly one-of-a-kind in that it is the only global federation for allergy, asthma and clinical immunology. As an umbrella organization, WAO has world-wide reach through its 95 member societies made up of regional and national allergy, asthma and clinical immunology societies. WAO takes this role as an umbrella organization seriously: All programs and initiatives focus on education, research and patient care and strive to be global in scope and reach, as well as, provide venues and forums for international knowledge sharing and networking.

WAO’s mission: To be a global resource and advocate in the field of allergy, advancing excellence in clinical care through education, research and training as a world-wide alliance of allergy, asthma and clinical immunology societies.

WAO is a tax-exempt, not-for-profit organization.

WAO’s Global Reach

Through Membership and Collaborations

| Albania          | Dominican Republic | KUWAIT          | Russia          |
| ALGERIA          | ECUADOR            | LATVIA          | SAUDI ARABIA    |
| ARGENTINA        | EGYPT              | LEBANON         | SERBIA          |
| ARMENIA          | EL SALVADOR        | LYBIA           | SINGAPORE       |
| AUSTRALIA        | ESTONIA            | LITHUANIA       | SLOVAKIA         |
| AUSTRIA          | FINLAND            | MALAYSIA        | SLOVENIA        |
| AZERBAIJAN       | FRANCE             | MEXICO          | SOUTH AFRICA    |
| BAHAMAS          | GUATEMALA          | MONGOLIA        | SPAIN           |
| BANGLADESH       | GEORGIA            | NAMIBIA         | SUDAN           |
| BELARUS          | GERMANY            | NETHERLANDS     | SWEDEN          |
| BELGIUM          | GREECE             | NEW ZEALAND     | SWITZERLAND     |
| BOUVIA           | HONDURAS           | NIGERIA         | TAIWAN          |
| BRAZIL           | HUNGARY            | NORTHERN IRELAND |
| BULGARIA         | ICELAND            | NORWAY          | TURKISH         |
| CANADA           | INDIA              | PAKISTAN        | UKRAINE         |
| CHILE            | INDONESIA          | PANAMA          | UNITED ARAB     |
| CHINA            | IRAN               | PARAGUAY        | EMIRATES        |
| COLOMBIA         | ISRAEL             | PERU            | UNITED KINGDOM  |
| COSTA RICA       | ITALY              | PHILIPPINES     | UNITED STATES   |
| CROATIA          | JAPAN              | POLAND          | URUGUAY         |
| CUBA             | KAZAKHSTAN         | PORTUGAL        | UZBEKISTAN      |
| CZECH REPUBLIC   | REPUBLIC OF KOREA  | REPUBLIC        | VENEZUELA       |
| DENMARK          | REUNION            | ROMANIA         | VIETNAM         |
WAO AND ITS PARTNERS: Partners In Research, Education and Patient Care for Allergy, Asthma and Immunology

As WAO’s value and significance in the allergy, asthma and immunology global community has grown over the years, so has its collaboration with industry partners. Of course, it is also true that WAO’s industry partnerships have contributed to WAO’s growth and capacity to bring added value to the member societies. WAO, as do all credible professional societies, partners with industry toward a common goal: advancement of the field through education, research and patient care.

Opportunity

Reach researchers, clinicians, physicians and other allied health professions around the world through a wide array of valuable educational activities for maximum impact in education, research and patient care.

Value

Benefit from year-long, worldwide exposure and recognition as a valuable partner toward improving education, research and patient care in allergy, asthma and immunology.

Partnership Benefits

- Partners are acknowledged in all materials for programs.
- Partners are recognized on the WAO website (www.worldallergy.org), which is a rapidly growing and widely utilized source of information and education.
- Partners are allowed to link from the WAO website to their own websites. WAO may also post additional information provided by the partner on the WAO website, subject to review and approval by WAO’s Web Editorial Board.
- WAO will ask partners to help identify target markets for program placements.
- Partner representatives will be invited to have discussions with the opinion leaders serving as committee members and faculty.
- Partners are provided regular and comprehensive reports on programming and other activities resulting from grants.

WAO’s Approach to Education, Research and Patient Care

In order to effectively raise awareness, improve patient care and advance research, WAO believes that education for physicians must occur as continuous learning.

Continuous learning occurs when educational activities are:
- Cumulative
- Complementary
- Constant

WAO supports and encourages an integrated approach to education that includes diverse yet complementary activities that build upon each other over time to result in measurable learning and sustainable capacity building.
What do collaborative programs with WAO look like?

WAO envisions collaborations that include combining various activities, such as the ones listed below, to achieve optimal success for a targeted goal.

Program Collaborations

Emerging Markets Education and Outreach
- Identify Key Opinion Leaders (KOLs) in emerging markets through the Emerging Societies Program Meeting
- Conduct a Train-the-Trainer Program or World Allergy Training School at national society meetings
- Create a website for continual access to materials for trainers and trainees
- Follow-up through live webinars with individual training programs

Global Guidelines/Recommendations
- Conduct a Global Survey
- Develop Guidelines through a global consensus group
- Publication of Guidelines in the WAO Journal
- Presentation of Guidelines at regional society meetings
- Distribution of Guidelines to target markets

Enduring Online Education
- Form a clearing house of articles on a specific topic
- Develop an interactive learning module, integrating resources from the Web
- Provide an up-to-date, evidence-based, high quality online lecture series for physicians and other health care professionals to access the most relevant scientific, clinical and educational resources
- Translation of lectures to various languages for world-wide accessibility

WAO Conferences and Congresses
- Host a symposium to provide education, demonstrate your company’s commitment to quality patient care, and build your corporate brand.
- Gather together world leaders on specific topics to provide state-of-the-art sessions.

Product Marketing
- Promote your company through advertisements on the WAO Journal Homepage
- Demonstrate your new products at a Product Theater during a WAO Meeting
- Host an exhibition booth during a WAO Meeting

Investment amounts to be determined by the scope of the partnership. Comprehensive proposals for programs and activities available upon request

Have another idea of how you can work with WAO?

WAO partnership opportunities can be tailored to meet your organization's needs.
WAO’s Programs and Activities

Live Lectures

• Symposia at Major International Meetings
WAO offers cutting edge symposia at major allergy meetings throughout the world. The symposia placement at major national and regional allergy organization meetings is made possible by WAO’s unique role as a global umbrella organization. Developed by international expert advisory panels, the symposia provide up-to-the-minute presentations on scientific and clinical developments in the field of allergy, asthma and clinical immunology.

• Train-the-Trainer Programs
The Train-the-Trainer program provides another layer to the stratified and diverse approach to continuing education. Unlike the International Symposia and the Online Lectures, this program is taken by WAO leaders to individual countries all over the world to capture a target audience within its own context and to encourage the further dissemination of the knowledge and information by the attendees who are encouraged to use the module for their own teaching purposes.

Online & Distance Learning

• WAO Website
The World Allergy Organization’s website, www.worldallergy.org, is a premier global allergy and immunology site on the World Wide Web. The site supports, complements and enhances all WAO educational activities, provides essential information for physicians and patients about global allergy and immunology activities in an easily navigable format, and links to important allergy and immunology resources on the Web. The WAO website also acts as a portal for online and distance learning, and hosts pages dedicated to specific diseases or target audiences.

The www.worldallergy.org homepage is continuously redesigned to attract unique visitors and to generate repeat visits from regular users. The WAO website has attracted a steadily growing audience.

• Online Lecture
While the International Symposia raise awareness through reaching top researchers, academicians and clinicians at one time in a large group setting, self-directed online learning reaches the individual clinician in all parts of the world, providing easily-accessible continuing education that works to reinforce important messages.

• Webinars
WAO, in its commitment to world-wide education, utilizes the potential of distance learning through webcasting online, live presentations on hot topics, making these webinars geographically unrestricted. These online webinars are recorded and turned into archived learning tools for viewing at anytime. Along with live broadcasts of lectures to a large audience in another location, WAO also delivers individual and symposium-style online presentations to attendees logging in simultaneously from their respective locations around the world.

• CME Learning Modules
WAO offers Web-based CME accredited learning programs designed to extend knowledge through studying clinical case studies of allergic disease. The program presents real-life case histories submitted by international experts. Recommended links are provided to guide the visitor in reaching their diagnosis by reviewing the wealth of up-to-date learning materials available on the WAO website and the World Wide Web.
WAO’s Programs and Activities

Global Outreach

• **Emerging Societies Program (ESP)**
WAO offers advice on initiating and developing professional allergy societies throughout the world. This proactive regional initiative aims to expand and improve the specialty of allergy by supporting colleagues working in the field of allergy worldwide. Through sharing practical experiences and alerting new societies to the criteria required for WAO membership, ESP creates relationships with future WAO member societies and educates WAO’s leadership about the challenges and opportunities faced by colleagues in countries in transition.

• **World Allergy Training Schools**
As a response to an area of need identified by the Emerging Societies Program (ESP), the ESP started to offer Workshops and Training Programs in various regions of the world. 2008 saw the first successful allergy training school in Venezuela, where General Practitioners from the local region were offered training by local and international allergists as the first step in creating a collaborative allergy care network. Continuing with the success of the program in Venezuela, WAO has launched a new collaboration to host World Allergy Training Schools (WATS), with successful WATS held around the globe.

• **Global Surveys**
As a world federation of 95 member societies – amounting to over 30,000 individual members – the WAO is in a unique position to collect worldwide data from experts in individual countries. For several years now, WAO has used global surveys to collect data used for various purposes: needs assessment, consensus documents, guidelines, recommendations, state-of-allergy commentary, etc. A majority of these global surveys have led to globally disseminated publications.

• **World Allergy Week**
World Allergy Week is an annual initiative of WAO, together with its Member Societies, to raise awareness of allergic disease and related disorders and advocate for the provision of training and resources in the diagnosis, management, and prevention of these diseases and asthma, which are rising in prevalence around the world.

WAO established the initiative with the vision of bringing together multiple stakeholder groups including physicians, medical educators, patient advocates, policy makers, the general public, and health care authorities for an integrated approach to addressing the needs of patients who suffer from allergic diseases and asthma and those who provide care for them.

Scientific Meetings

• **WAO International Scientific Conferences**
WAO is excited to offer its theme-based scientific conferences alternating with and complementing WAO’s biennial World Allergy Congress. The WAO International Scientific Conferences (WISCs) provide a forum for the latest research, reviews of current theory and practice, and hands-on problem-based learning. Participants will gain insight into the most effective advances in the diagnosis and management of allergy and asthma.

• **WAO Symposium**
The WAO Symposium is a 2-day meeting to summarize what is scientifically known, explore cutting-edge research and recognized the unmet needs of the expanding field of allergy and immunology. Simultaneous tracks on hot topics are offered to attendees. Each track offers stimulating lectures, presentations and discussions presented by top international leaders and experts in the field.

• **World Allergy Congresses**
WAO holds its World Allergy Congress (WAC) every two years. Each Congress attracts around 4,000 experts and scientists working and interested in the fields of allergy, immunology and other related fields. As a global alliance of national and regional allergy, asthma and clinical immunology societies, WAO proudly partners with its member societies to host its biennial Congress.
Publications and the WAO Journal

- **Publications**
  As the only global federation in the field, the WAO is uniquely positioned to involve almost every region of the world through its 95 member societies to create consensus documents, international guidelines, position papers, global recommendations etc. Some recent such publications are:

  - **Case Title: 45 year-old male with recurrent angioedema:** WAO international case-based discussions, *World Allergy Organization Journal*. January 2014


  - **Maintenance of skills, competencies, and performance in allergy and clinical immunology: time to lay the foundation for a universal approach**, *World Allergy Organization Journal*. April 2012

  - **2012 Update: World Allergy Organization guidelines for the assessment and management of anaphylaxis**, *Current Opinion in Allergy & Clinical Immunology*. February 2012

- **Journal E-Supplement**
  Supplements, with either single or multiple sponsors, provide an opportunity to present an in-depth perspective on a given topic, theme, or trend. Supplements are especially effective in disseminating such focused content widely as well as in a targeted and timely manner. They may also be used as special issues to present new research and developments affecting pharmacy practice, provide translation of research findings, and to help improve cooperation between academic, clinical, and corporate entities.

  - **WAO Journal**
    WAO is proud to be able to offer the allergy, asthma and clinical immunology community its official publication, the *World Allergy Organization Journal (WAO Journal)*, an online-only, international journal. The *WAO Journal* publishes monthly postings of original research and review articles and maintains an online archive. The *WAO Journal* underscores the WAO’s commitment to raising awareness and advancing excellence in clinical care through education, research and training in the field of allergy.