



The future in focus.

February 16-19, 2017

Hyderabad, India

Marketing/Promotion Plan

For the Steering Committee only. Internal Document.

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Content

Background..... 1
Communication objectives..... 1
Key messages 1
Tactics..... 2
Material available..... 3
Annex 1..... 4
Annex 2..... 6

Background

Purpose of this communication plan

This document contains all the communication efforts related to ENDO 2017, starting in October 2014. The purpose of this document is twofold: to provide a clear overview of promotional activities and to serve as a decision-making tool for the Steering Committee. It is not intended for external use.

Communication objectives

Process objectives

- Ensure regular electronic announcements are circulated to a broad audience
- Ensure printed material is distributed widely (brochure, industry prospectus etc)
- Ensure presence at major congresses

Outcome objectives

- Secure USD 3.2M by February 2017
- Achieve 4,000 registered participants

Key messages

Key messages should answer **why** participants, sponsors and other stakeholders should attend and be involved with this event. Key messages will be present throughout the communication material.

- ENDO 2017 will disseminate the use of advanced endoscopy techniques and strengthen endoscopy capacity in emerging regions of the world.

- ENDO 2017 will prioritize a strong scientific program, so that participants come out ready to improve their practices in their home countries
- ENDO 2017 will support the development of practical guidelines for quality assurance of endoscopic units adapted to local needs

Tactics

Official Launch at APDW 2014: APDW is the ideal launch scenario for ENDO 2017 because the main target audience is present. The official launch included:

- A WEO/ENDO booth will be produced, staff by members of WEO Secretariat and AIG.
- Screen showing videos about Hyderabad, it should be provided by Hyderabad Tourism Organization.
- Promotional material (save the date, flyer)
- Inserts at participant bags
- Announcements throughout the congress
- Faculty will be provided with promotional slides to direct participants to the WEO booth/regarding ENDO 2017
- Give-aways (fridge magnets, USB sticks, pens)
- Quiz sessions at the booth with prizes, about Hyderabad and WEO
- Informal meetings should be held with industry

Participation at all large GI events (DDW, UEG, APDW, etc) during 20014/2015/2016:

- Contact event organizers in advance to ask for inserts in participant bags, announcements prior to lectures, include promotional slides prior to talks of Scientific Committee members.
- A specific WEO booth with an ENDO 2017 counter should be developed and present at the main annual events (DDW, UEGW, APDW) as well as selected regional events (e.g. SIED). The booth should offer raffles, prize distribution and high quality giveaways (consider non-traditional giveaways) to attract an audience, whenever possible (at DDW, for example, raffles are not allowed). The booth could also have thematic mini-events, like a 5-min interview sessions with Scientific Committee members, typical Indian dance shows, etc.

Development of ENDO 2017 “promotion pack” for societies: To make it as easy as possible for the societies to promote the congress, each will receive a complete package (electronic and print) with:

- Press releases/inserts for newsletters
- Flyers
- Preliminary program
- Giveaways

A prize could also be established for those societies who submit pictures with “proof” that they are advertising ENDO 2017 in their home country.

Ongoing online communication (newsletter & ads):

- Articles and ads included in all WEO newsletters
- Engage with Scientific Journals to include ads/news about the event (paid).

- Engage with all smaller events throughout 2015 and 2016 to distribute ENDO 2017 material.
- As of March 2016, WEO has a 10,000 USD monthly credit with google ads to promote its activities, via the Google Grants program. Campaigns for registration and abstract submission for ENDO will run continuously until Feb 2017.

Dialogue with GI societies & scientific supporters

- Establish an ongoing dialogue with GI societies around the world to promote ENDO 2017 via their websites, newsletters and mouth-to-mouth.

Ongoing dialogue with key industry partners: Regular meeting and communication with key industry partners, to ask for their proposals, feedback and also to support on the promotion.

Exhibitors' Tour/ Site visit: Offer the industry partners the possibility of a visit in Hyderabad to become familiar with the venue.

Other activities considered but not yet implemented (due to lack of funds):

Attractive pricing policy for participants: develop "Adopt a delegate!" policy, giving delegates the chance to adopt or partly finance the registration and accommodation costs of a peer from a low-income country. Crowdsourcing will be used to raise funds for the delegates of low-income countries.

Research Award/ Outreach award: Announce an award aimed at up-and-coming scientists in the field of GI endoscopy. Announce an award aimed at those endoscopists who have made a significant impact in increasing access to endoscopic treatment for underserved populations.

Prize distributions: In cooperation with partners to decrease costs, distribute prizes such as City tours, dinners, flight tickets, accommodation, etc. Consider give-aways related to Hyderabad and India: pearls, Taj Mahal, Ayurveda oils for massage/herbs, special teas, etc. Consider Prizes can be announced in advance of large congresses and distributed at the WEO booth. The format could be raffles, games or a quiz at the booth or at the newsletter. The purpose is two-fold: promote Hyderabad as an attractive destination and promote the scientific program.

Material available

Online material

- Website domain: endo-2017.org
- Promotional button/banner for websites (WEO and partners)
- HTML message for mass emailing
- E-newsletter
- Podcasts – interviews with Scientific Committee/Congress president
- Posts on social media channels (Fb, LinkedIn, Twitter)
- Press releases

Printed material

- Save the date
- Industry prospectus
- Flyer

- Program

Giveaways

- PEN Drives/USB sticks
- Pens

Annex 1: planned activities 2016

Advertising:

- Two printed ads in Journal Endoscopy
- Two online ads on journal endoscopy
- Boston scientific is running ads about ENDO in their virtual training portal
- Google ads (several campaigns)
- Social media / website / newsletter as mentioned above
- Paid social media (TBD)

Other:

- Ongoing dialogue with **32 international societies (see annex 3)**
- Ongoing messages on social media, WEO website and newsletter as per above

Promotion at congresses:

Meeting name	Country	From	Exp. Pax	ENDO Promotion
Interventional EUS 2016: 5th Mumbai Live Course	India	24.03.2016	500	AIG responsible
14th EDDW of The Egyptian Society for the Study of Endoscopy and Hepatogastroenterology (ESEHG)	Egypt	26.03.2016	500	Brochures
Endoscopy 2016	Malaysia	08.04.2016	500	Brochures
The International Liver Congress	Spain	13.04.2016	9500	Brochures
Quality in Endoscopy Upper GI Endoscopy & Neoplasia Symposium	Germany	15.04.2016	150	ESGE booth
ENDOCON 2016	India	15.04.2016	1200	AIG responsible
IAGES 2016	India	21.04.2016	500	AIG responsible
Indonesian Digestive Diseases Week 2016	Indonesia	28.04.2016	800	Brochures
3rd Gastro Update Europe	Czech Republic	29.04.2016	500	Brochures
X. Simposio Internacional de Endoscopia Digestiva	Brazil	05.05.2016	1000	Brochures
Endo Live Roma	Italy	11.05.2016	600	ESGE booth
91st JGES Congress	Japan	12.05.2016	10000	WEO booth w/ hostess
DDW	USA	21.05.2016	10000	WEO Booth
ESPGHAN Conference	Greece	25.05.2016	4000	Brochures
Congreso Argentino de Gastroenterología y Endoscopía Digestiva	Argentina	03.06.2016	500	Brochures

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EUS Live in Amsterdam	Netherlands	09.06.2016	200	FMD/bag inserts
24th International Congress of the E.A.E.S	Netherlands	15.06.2016	2000	Brochures
13th Beijing International Digestive Disease Forum	China	17.06.2016	1000	Brochures
IMAGE - Endoscopic workshop Milan	Italy	18.06.2016	500	Brochures
34th GEEW Brussels	Belgium	20.06.2016	700	ESGE Booth
BSG Annual Meeting 2016	GB	20.06.2016	2000	Brochures/ Bag inserts
IDEN	South Korea	24.06.2016	3000	WEO booth w/ hostess
ESMO 18th Congress on GI Cancer	Spain	29.06.2016	3500	Brochures
3rd Athens International Symposium 2016	Greece	08.07.2016	200	Brochures
Seminar of Korean Society of Gastrointestinal Endoscopy	South Korea	23.08.2016	3000	WEO booth w/ hostess
EndoFest 2016 – ASGE's Annual Conference	USA	08.09.2016	300	Brochures
World Congress of the International Society for Diseases of the Esophagus (ISDE	Singapore		1000	Brochures
XXII PanAmerican Congress of Digestive Endoscopy	Colombia	10.09.2016	1500	WEO Booth
World Conference of OESO	Monaco	21.09.2016	200	Brochures
IFSO 2016 21st World Congress	Brazil	27.09.2016	1500	Brochures
AGW 2016 (Australian Gastro Week)	Australia	10.10.2016	2200	Brochures
UEG Week	Austria	15.10.2016	13000	WEO Booth
SASES Congress	South Africa	27.10.2016	2000	Brochures
APDW	Japan	02.11.2016	20000	WEO Booth/FMD
ENDO Club Nord 2016	Germany	04.11.2016	2000	Brochures
15th World Congress of Endoscopic Surgery	China	09.11.2016	2000	WEO booth w/ hostess
Gastro 2016	UAE	17.11.2016	700	WEO booth w/ hostess
European Colorectal Congress	Switzerland	28.11.2016	1400	Brochures
Egyptian Workshop on Therapeutic Endoscopy	Egypt	10.12.2016	700	WEO booth
Annual New York Course	USA	15.12.2016	1000	Brochures
Amsterdam Live Endoscopy	Netherlands	19.12.2016	400	ESGE booth

Annex 2: Overview of promotional activities completed 2014/2015

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Last update: March 2016

Introduction

The purpose of this document is to keep an overview of all past activities related to marketing and promotion of the ENDO 2017 congress – it only includes actions taken by the ENDO 2017 Secretariat (Hamilton Services). It is for internal purposes only. This document does not include interaction with industrial partners, only efforts regarding promoting ENDO 2017 to delegates. Updates are done as per the date indicated at the top of the document.

Promotion during Congresses/Events

Congress/Event name	Date	Location	Details
UEG Week 2014	Oct 2014	Vienna, Austria	"Save the date" flyers at WEO booth
GASTRO 2014 (SIED)	Oct 2014	Buenos Aires, Argentina	"Save the date" flyers at WEO booth
APDW 2014	Nov 2014	Bali, Indonesia	Exclusive booth, flyers. 50-60 visitors
ASICON 2014	Dec 2014	Hyderabad, India	Banner & flyers
IHPBA 2015	Feb 2015	Hyderabad, India	Exclusive booth, banners, flyers. 40 visitors.
17 th Int. Endoscopic Symposium	Feb 2015	Düsseldorf, Germany	Banner & flyers at ESGE booth
JFHOD	Mar 2015	Paris, France	flyers at ESGE booth
Egyptian Congress	Apr 2015	Cairo, Egypt	Banner & inserts at participants' bags
EGHC 2015	Apr 2015	Dubai, UAE	Banner & flyers at ESGE booth. 75 visitors
DDW 2015	May 2015	Washington, US	Exclusive booth, banners, flyers
89 th JGES Congress	June 2015	Nagoya, Japan	Banner & flyers at WEO/ESGE booth. 100 visitors
IDEN (KSGE)	Sept 2015	Seoul, Korea	Flyers at WEO/ESGE booth, unmanned
UEG Week 2015	Oct 2015	Barcelona, Spain	Exclusive booth, banners, flyers. 125 visitors
Endo Club Nord 2015	Nov 2015	Hamburg, Germany	Flyers at future events table
APDW 2015	Dec 2015	Taipei, ROC	IPG reception, booth flyers
Sydney event Bourke	Feb 2016	Sydney, Australia	Brochures

Promotional Packs (containing flyers, pens, etc.)

Society/Contact	Date	Location	Details
Dr Navarrete	Mar 2015	Santiago, Chile	Chile
Dr Emura	June 2015	Bogota, Colombia	SIED
Prof Mostafa	June 2015	Cairo, Egypt	PAAG
Dr Fedorov	June 2015	Moscow, Russia	Russian Society
Prof Seo	Sept 2015	Seoul, South Korea	

Online & Social media promotion

Website	Date	Details
JGES newsletter	Aug 2015	News sent to 30000 Japanese endoscopists
WEO website	Dec 2014	Web banner, posted under events
WEO e-news	Jan 2015	Issue 34 was dedicated exclusively to ENDO 2017
Social media	Jan-Dec 15	Facebook, LinkedIn, and twitter w/ posts about ENDO 2017
OESO 2015 website	Mar 2015	Web banner
DEN journal	Jan-Sept 15	Edition 27-6 includes update on ENDO 2017. All issues featured a half page ad of ENDO 2017

Annex 3: List of societies supporting ENDO 2017 – ongoing dialogue

Scientific supporters

ESGE
ASGE
SIED
APSD
PAAG
JGES
KSGE
SGEI

Other societies

Afghanistan Gastroenterology and Endoscopy Society (AGES)
Chinese Society of Digestive Endoscopy (CSDE)
Digestive Endoscopy Society of Taiwan (DEST)
Dr. Kayasseh Medical Clinic
ELSA - Endoscopic and Laparoscopic Surgeons of Asia
ESGENA
Gastroenterological Society of Australia (GESA)
Gastroenterological Society of Singapore (GESS)
Hong Kong Society of Digestive Endoscopy (HKSDE)
Indian Society of Gastroenterology
Indonesian Society for Digestive Endoscopy (ISDE)
Macau Society of Digestive Endoscopy (MSDE)
Malaysian Society of Gastroenterology and Hepatology (MSGH)
Moscow Clinical Research Center
New Zealand Society of Gastroenterology (NZSG)
Pakistan Society of Gastroenterology & G.I. Endoscopy
Philippine Society of Digestive Endoscopy
Russian Society for Digestive Endoscopy
Society of Gastrointestinal Endoscopy of India (SGEI)
Thai Association for Gastrointestinal Endoscopy (TAGE)
The Digestive Endoscopy Society of Taiwan
The Gastroenterology & Digestive Endoscopic Society of Sri Lanka
The Malaysian Society of Gastroenterology and Hepatology (MSGH)
Vietnam Association of Gastroenterology