



SOCIÉTÉ INTERNATIONALE  
D'ONCOLOGIE PÉDIATRIQUE  
**SIOP**  
INTERNATIONAL SOCIETY  
OF PAEDIATRIC ONCOLOGY

## Post Congress Report

# 46<sup>th</sup> Congress of the International Society of Paediatric Oncology

October 22-25, 2014  
Toronto, Canada



[www.kenes.com/siop](http://www.kenes.com/siop)

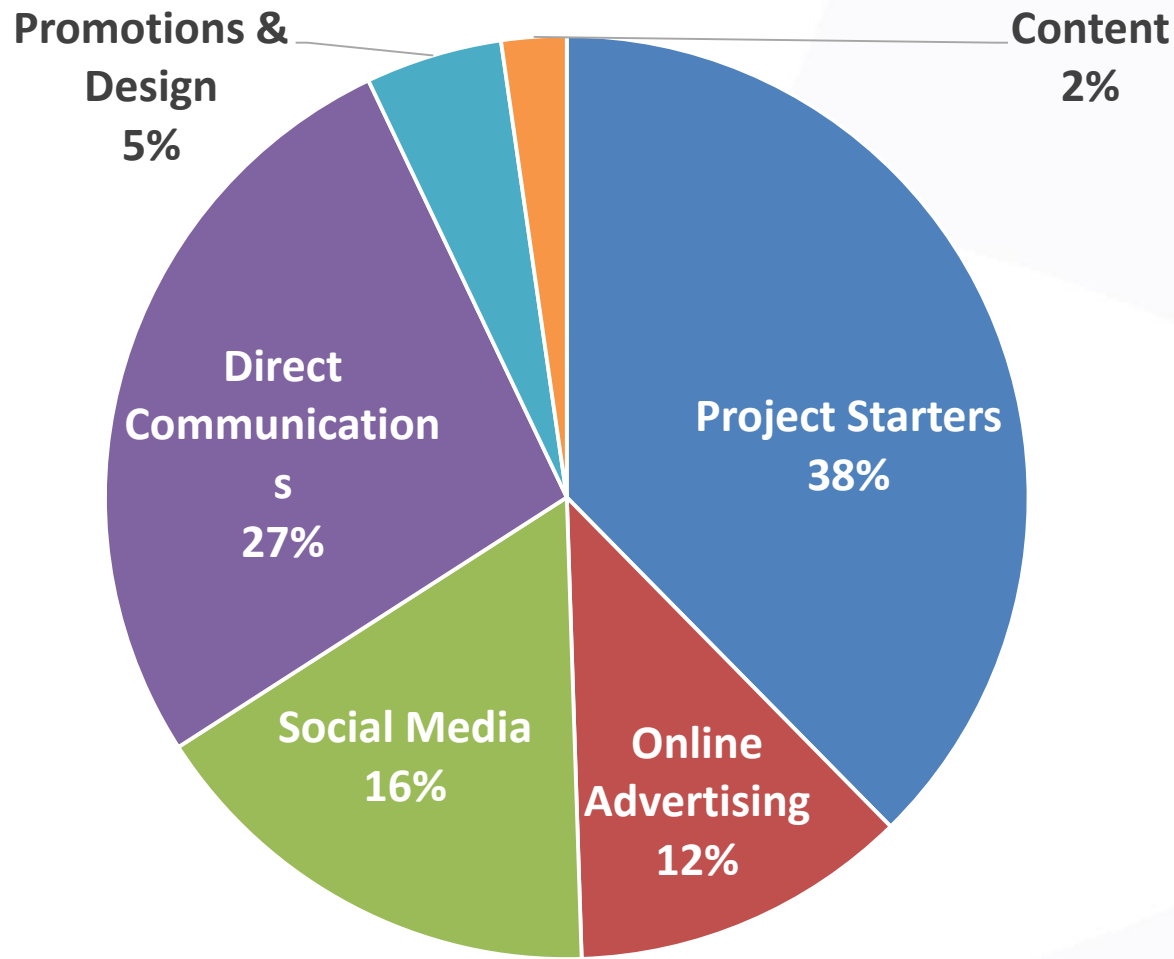
# Overview

The marketing campaign for **SIOP 2014** brought **1,886** participants to Toronto

- *This fell below the goal (2,000) and expectations of a North American SIOP congress*
- *We were not successful in attracting a large enough number of participants from the USA*
- *Canada is not the same as the USA*



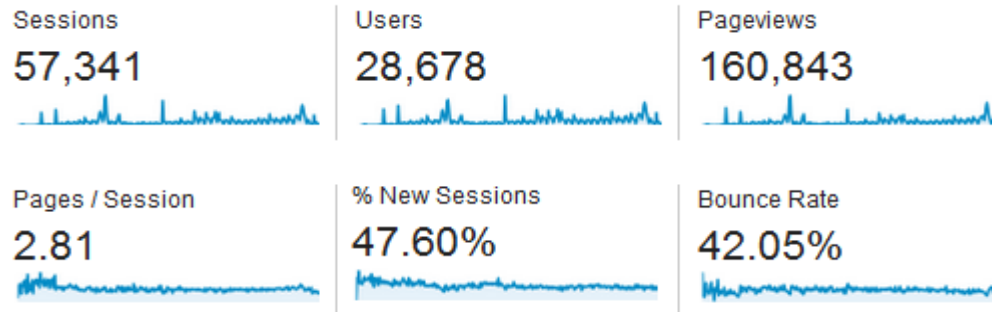
# Budget Breakdown



# Website



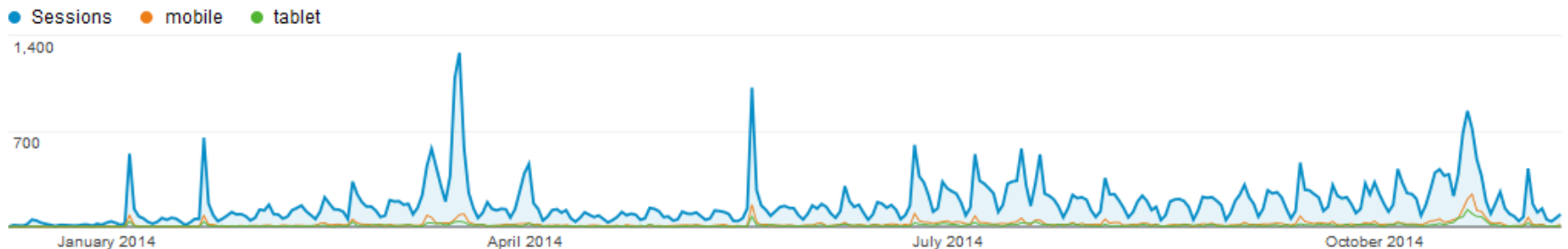
- Website launched December 2013
- USA was top country for website traffic representing 14% of all sessions
- 65% of website traffic came from Americas & Europe
- Overall the website was successful in attracting and engaging targeted users



# Mobile Visitors to Website



- 18.9% (10,686) of all visits to the website were from a mobile device or tablet
- 70% (7,531) of these were from an iPad or iPhone
- The average pages per visit was 2.1 on a mobile device, lower than the website average of 2.8



# SEO



SEO (Top Keywords to Target)	Monthly Searches	21/1/2014	13/02/2014	31/03/2014	21/05/2014	29/06/2014	03/08/2014	08/09/2014	11/11/2014
SIOP *	90,500	not in top 10	8	6	6	6	5	4	4
pediatric oncology society	880	not in top 10	7	6	4	4	4	8	
society of pediatric oncology	880	not in top 10	5	4	6	5	1	4	5
SIOP conference	880	not in top 10	1	2	2	4	9	2	8
SIOP congress	720	not in top 10	2	2	3	1	1	3	4
SIOP meeting	720	not in top 10	4	3	3	2	2	3	5
SIOP 2014	390	not in top 10	5	3	3	4	5	3	3
pediatric oncology conference	320	not in top 10	5	4	6	4	2	6	10
pediatric oncology meeting	260	not in top 10	4	6	6	5	4	6	6
paediatric oncology conference	210	not in top 10	5	6	5	3	1	7	2
pediatric oncology congress	140	not in top 10	3	2	3	2	1	2	3
SIOP Toronto	22	not in top 10	2	2	1	1	1	1	1
paediatric oncology congress	no data	not in top 10	2	2	2	2	1	1	1
paediatric oncology meeting	no data	not in top 10	9	4	5	5	1	4	4
paediatric oncology society	no data	not in top 10	8	8	5	3	1	6	4
society of paediatric oncology	no data	not in top 10	6	5	5	1	1	3	2

SIOP 2014 appeared in the top 10 for all keywords  
 SEO for SIOP 2015 will be a challenge with the  
 tough competition in SIOP keywords



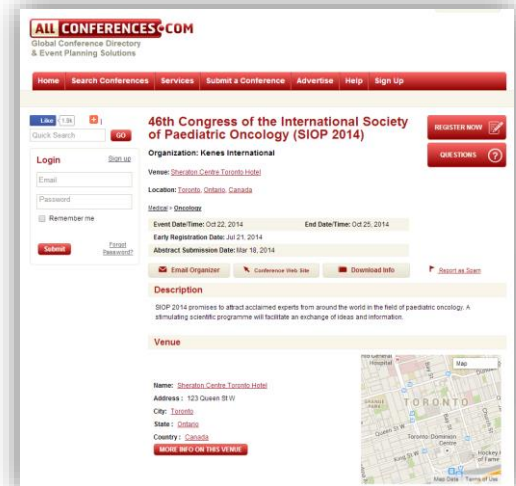
# Webmails

- Kenes Marketing sent **14** branded webmails to the SIOP database of **22,000** prospective delegates
- 1 Webmail was segmented & personalized to registered participants
- **19.09%** average open rate (high)
- **3.55%** average click rate (very high)
- Personalized webmail had **52.11%** open and **42.29%** click rate



# Online Advertising

- 9.5% of all website traffic came through online advertising (above average)
- Total of **2,252,753** impressions
- **5,456** total clicks
- Campaigns on Google AdWords and LinkedIn
- Advertising on **20** online event calendars






# Online Advertising (cont'd)

## Google AdWords:

- 4,707 clicks
- 2.24% click-through rate

SIOP 2014 - Toronto  
[siop.kenes.com](http://siop.kenes.com)  
Paediatric Oncology Congress.  
Register Now!

SIOP 2014 - Toronto - Paediatric Oncology Congress.  
[siop.kenes.com](http://siop.kenes.com)  
Register Now and save up to 20%!



SIOP 2014  
Network with international  
colleagues at SIOP 2014 -  
Register Now



SIOP 2014  
International Society of  
Paediatric Oncology 46th  
Congress - Register Now



SIOP 2014  
International Society of  
Paediatric Oncology 46th  
Congress - Register Now

## LinkedIn Ads:

- 749 clicks
- 0.04% click-through rate

# Online Advertising Conclusions

- Strong numbers for CTR's, impressions and clicks show a successful campaign
- We see a campaign that reached the correct target and encourages potential participants to enter the website



# Outreach Campaigns



## Word of Mouth

Sent to organizing committee, IPSO members speakers, and abstract submitters

## Postal

Sent to **9,000** potential participants to promote abstract submission



# Cross Promotion

- **10** promotion agreements with events
- **20** promotion agreements with societies
- **Strong results**
- Collaboration with SIOP society in their communications and website



# Social Media

**Total – 3,612 fans**

Average of **246 new fans** per month  
since the beginning of the campaign!



**Facebook Page**

2,239 Fans (Likes)



**LinkedIn Group**

712 Members



**Twitter Account**

661 Followers



Reach expanded from 123 to 1,842 and engagement (likes, shares and comments) expanded from 16 to 165



During the Congress became highly active with over 300 mentions



Group members are regularly welcoming and communicative amongst each other and respond well to posts by all (likes and comments)

# Recommendations for the Future

- Webmail campaign has proven to be a strength in SIOP marketing
- 2015 will be more complicated trying to bring participants to a remote location (Cape Town)
- Use of more direct & intimate promotion including emphasis on networks & societies







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## Audience Demographics

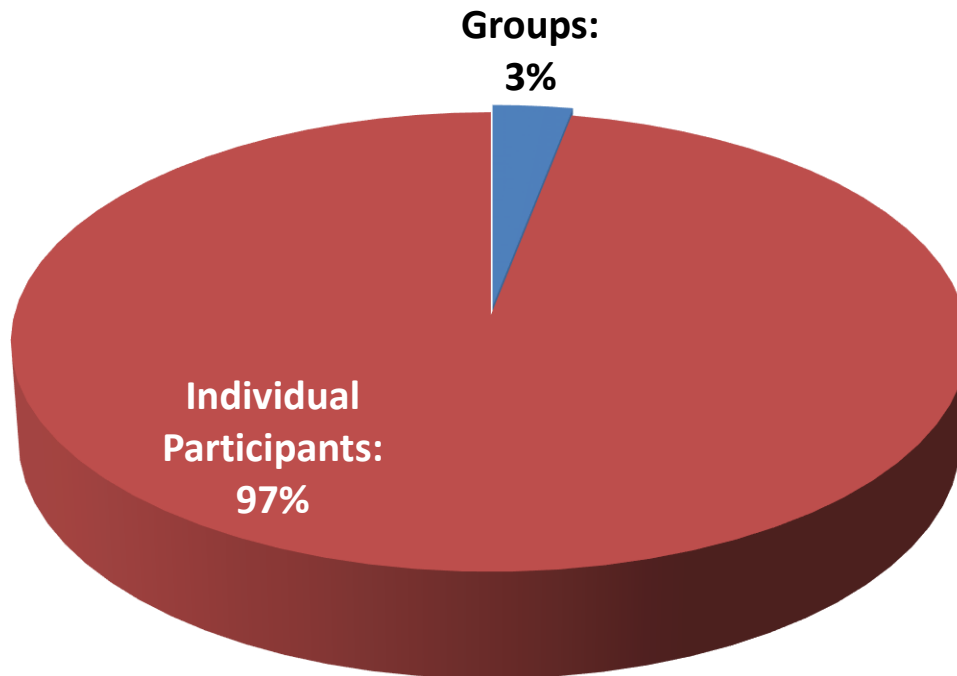
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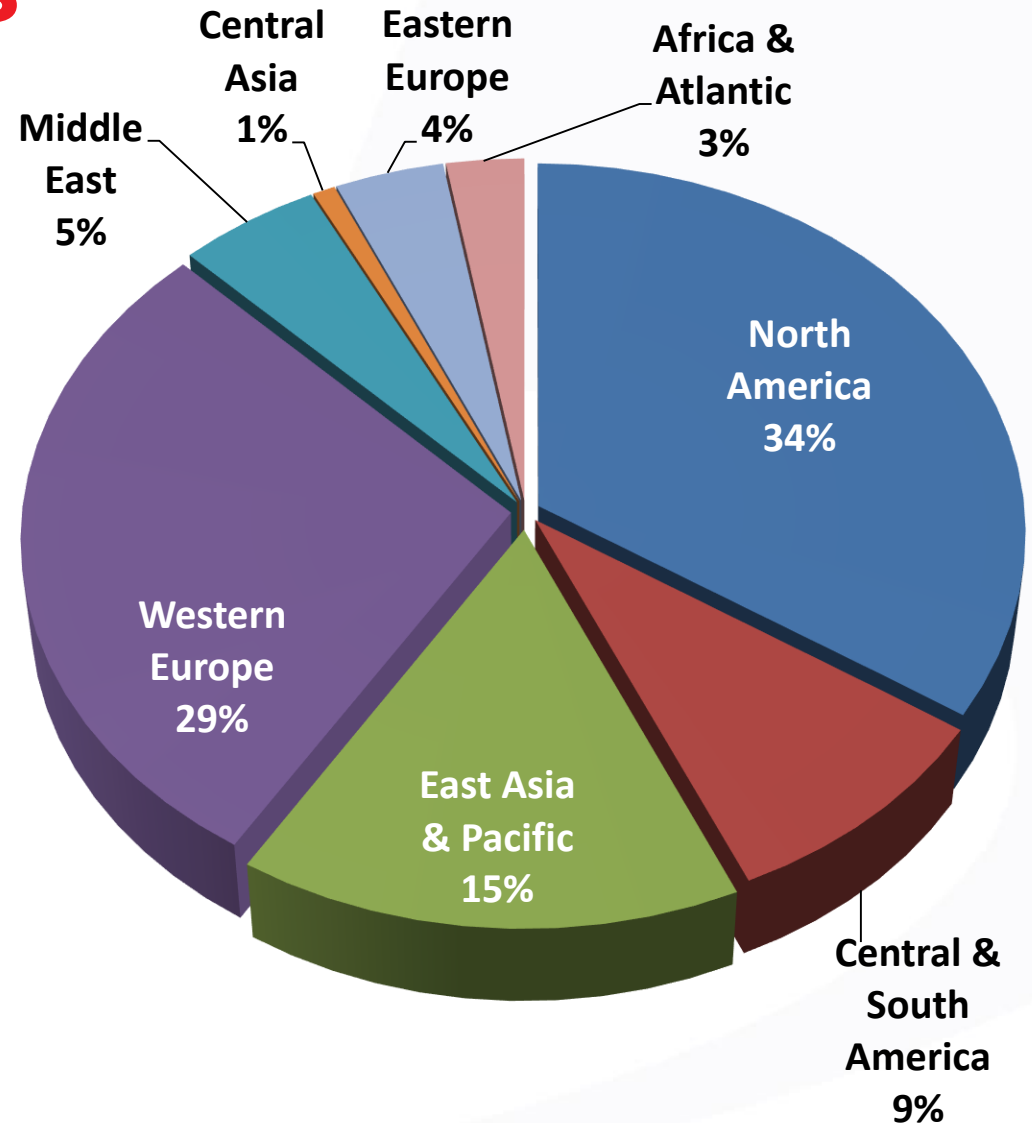
# Overview



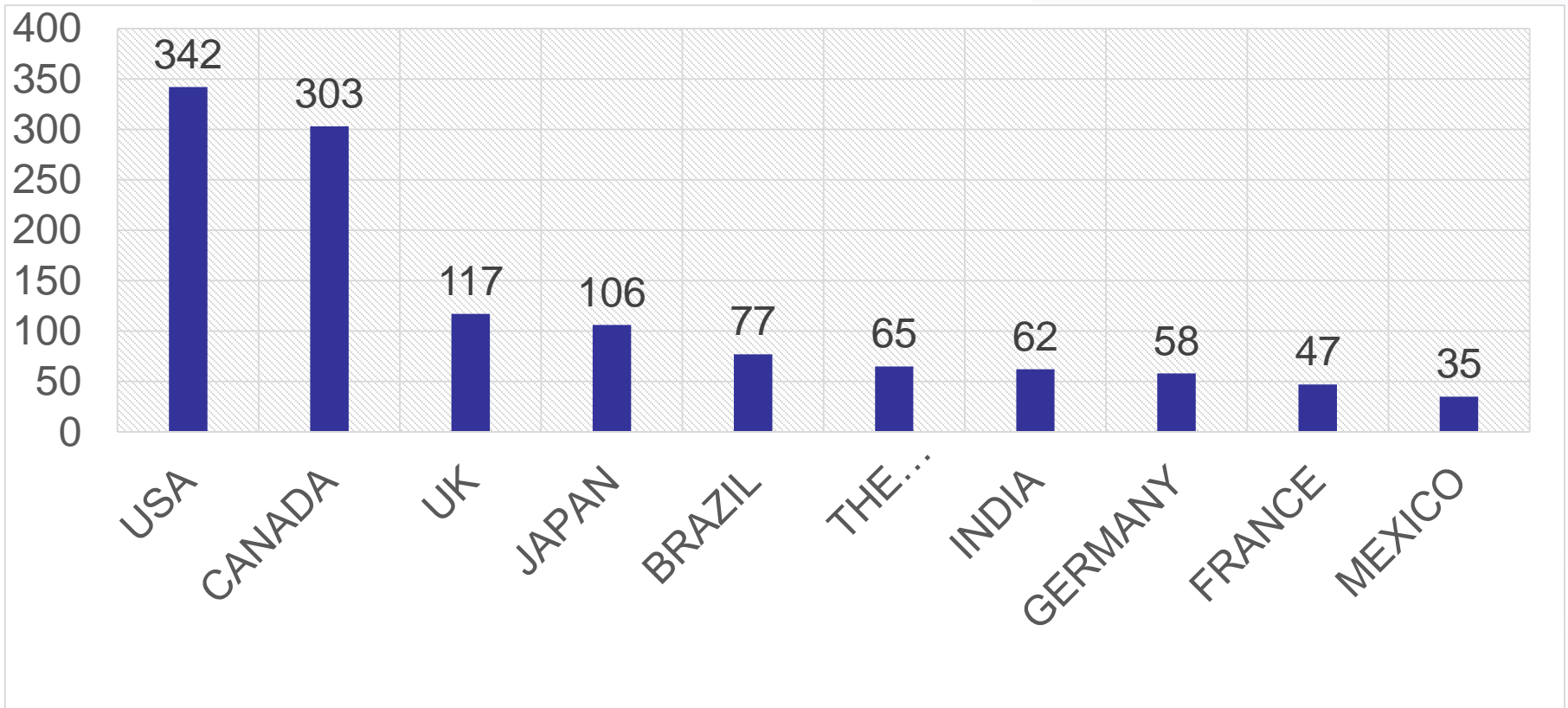
1,881 total participants – the vast majority were individuals

# World Regions

The majority of participants were from North America & Western Europe



# Top Countries



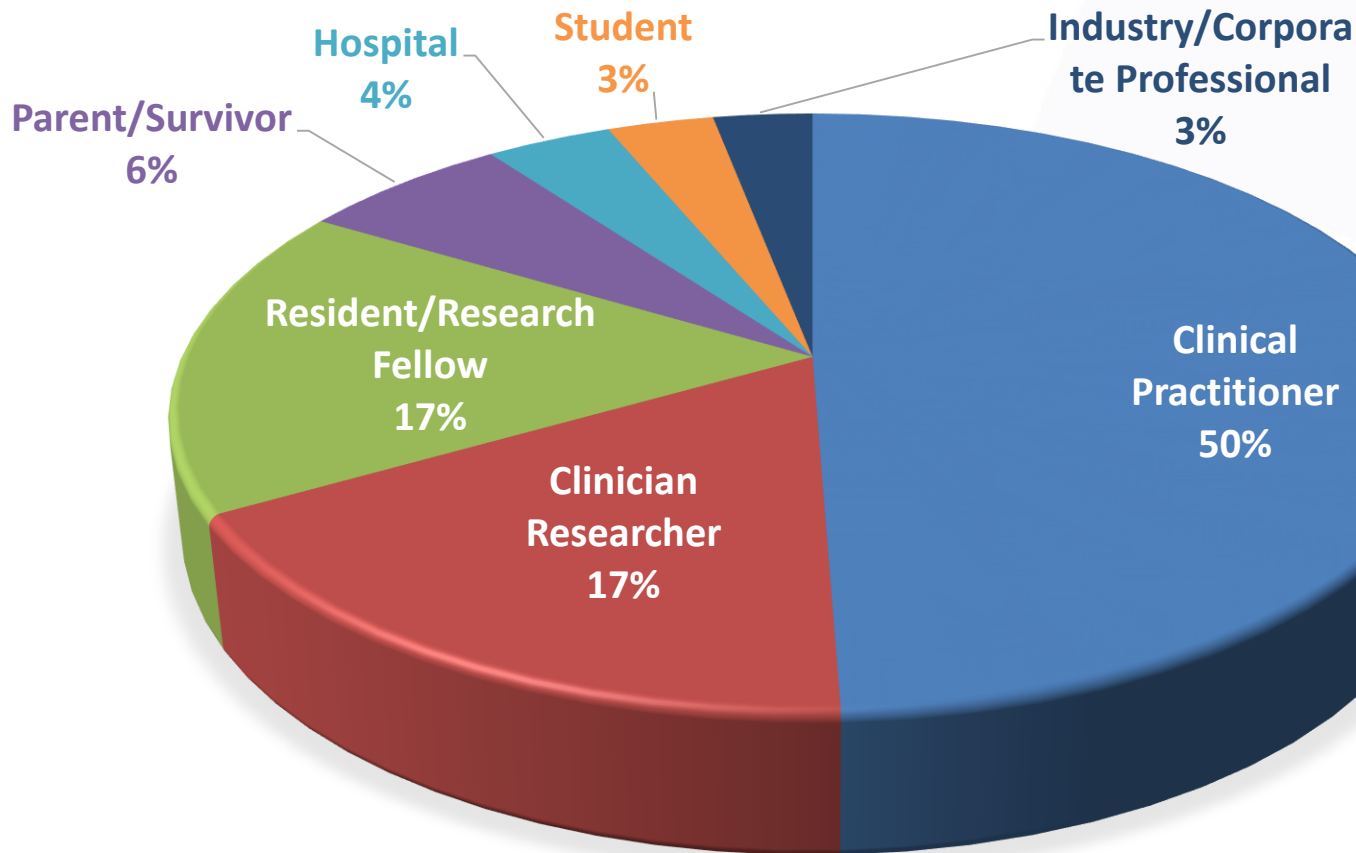
USA, Japan, UK, Germany, India and Canada were all in top 10 for 2013 Hong Kong as well

# Top Countries

- 2010 (Boston) had 847 from the USA and 121 from Canada, 2014 had only 342 from USA and 303 from Canada
- The drop in American participation was not compensated by the growth in Canadian participants
- The top countries were similar to top countries in 2010 – showing that we reached the correct target

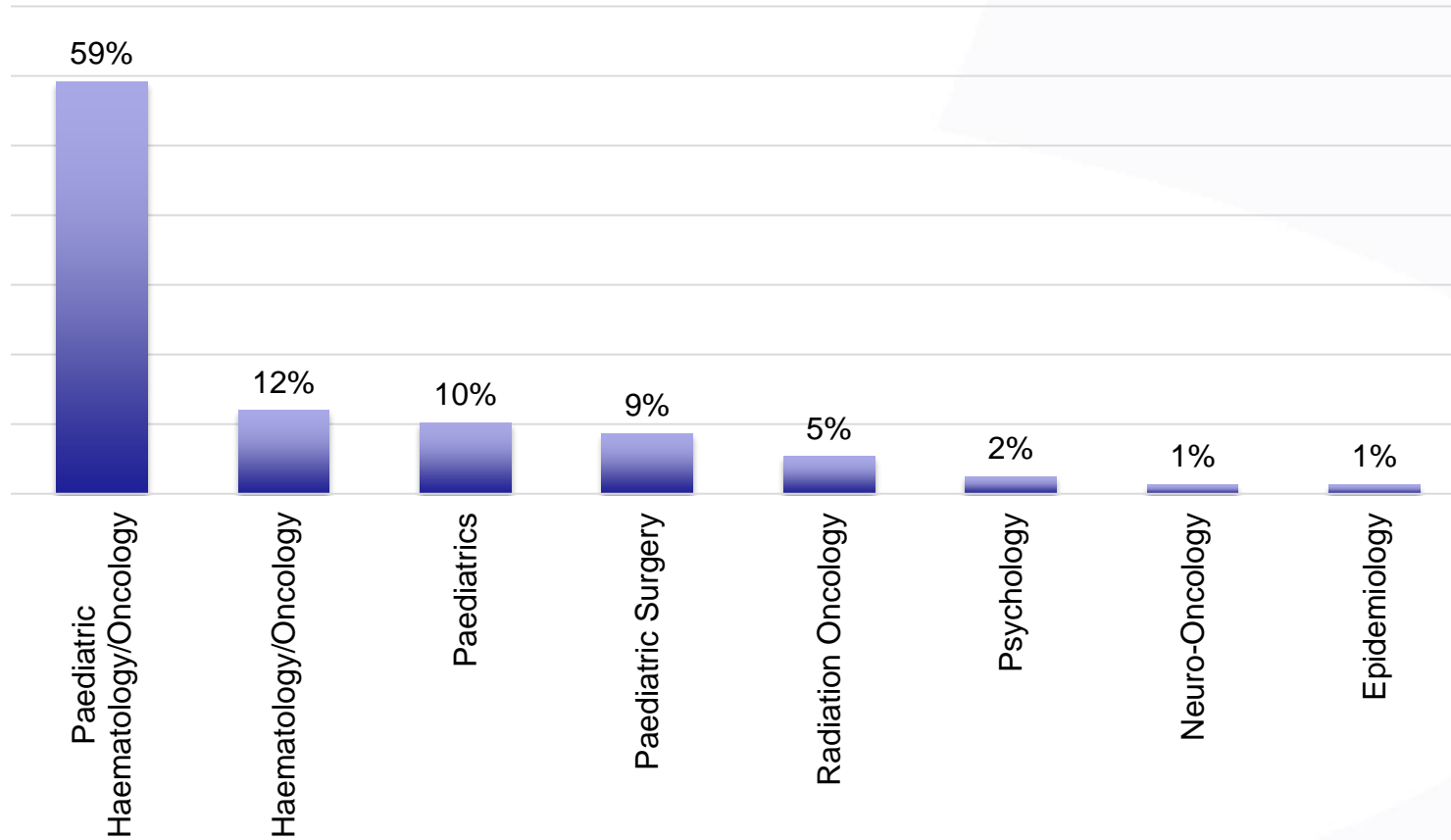
	2014	2010
USA	342	847
CANADA	303	121
UK	117	89
JAPAN	106	73
BRAZIL	77	51
NETHERLANDS	65	83
INDIA	62	40
GERMANY	58	75
FRANCE	47	56
MEXICO	35	42
ITALY	32	31
SPAIN	30	41
TURKEY	30	32
SWEDEN	28	44

# Professional Role

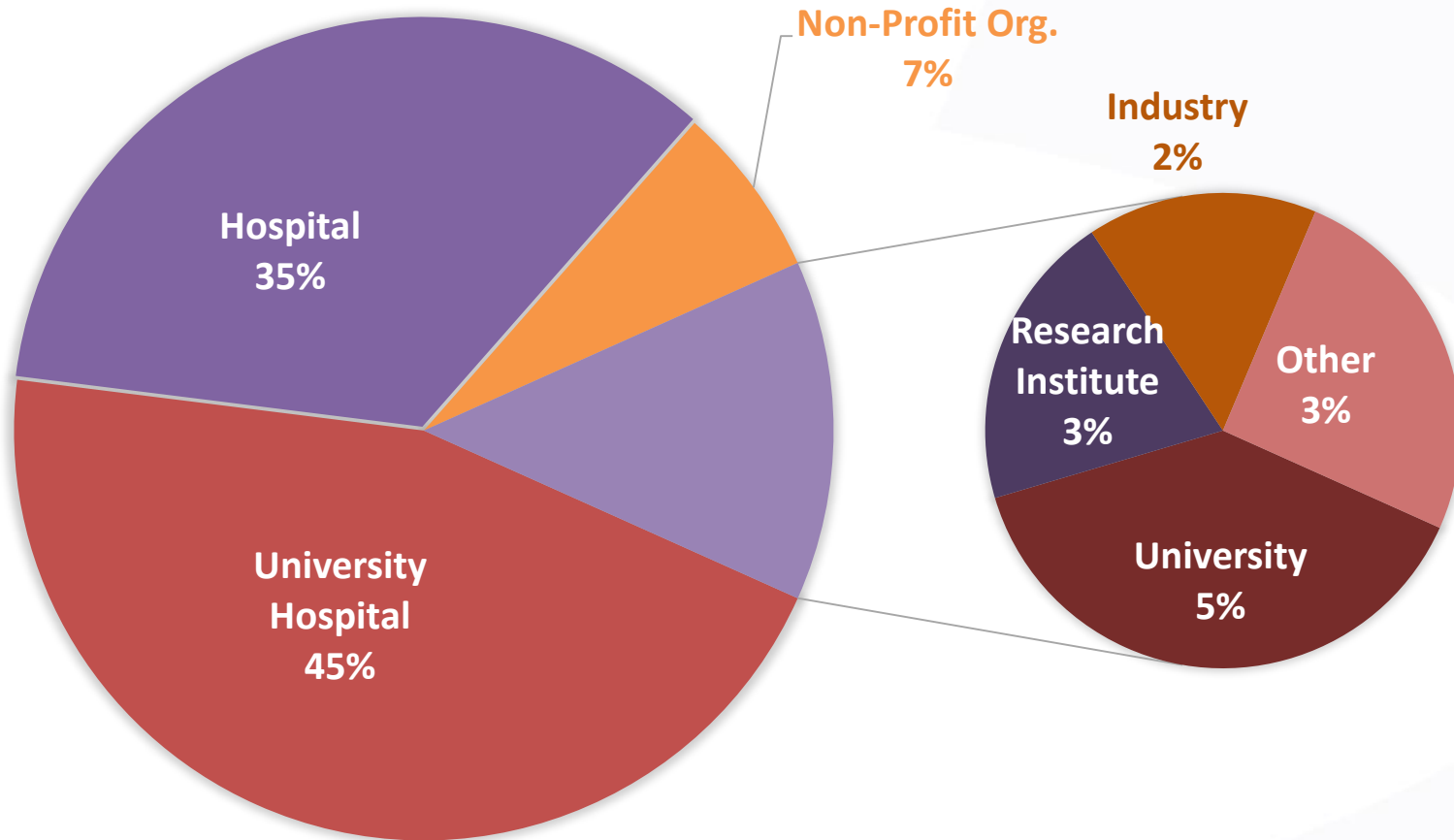




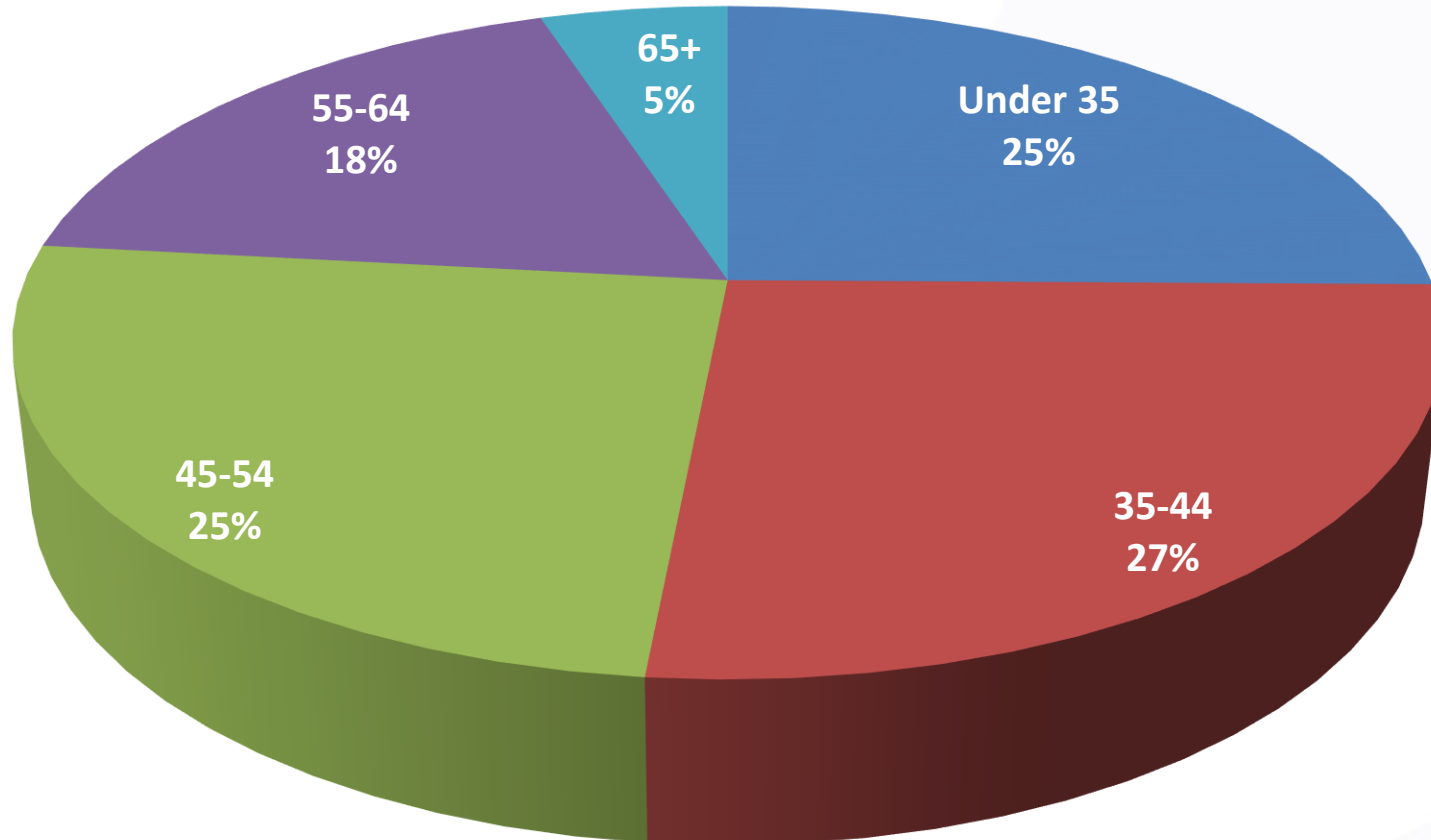
# Professional Specialty



# Professional Workplace



# Participants by Age



47<sup>th</sup> Congress of the  
International Society  
of Paediatric Oncology

October 8 -11, 2015  
**Cape Town**, South Africa



SEE YOU THERE



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