

47th Congress of the International
Society of Paediatric Oncology
October 8 -11, 2015 **Cape Town**, South Africa



SIOP 2015 Marketing Summary



Overview

SIOP 2015 was a challenging congress with the destination of Cape Town. We managed to bring 1,432 participants, below our initial target of 1,500 but reaching the adjusted target of 1,400

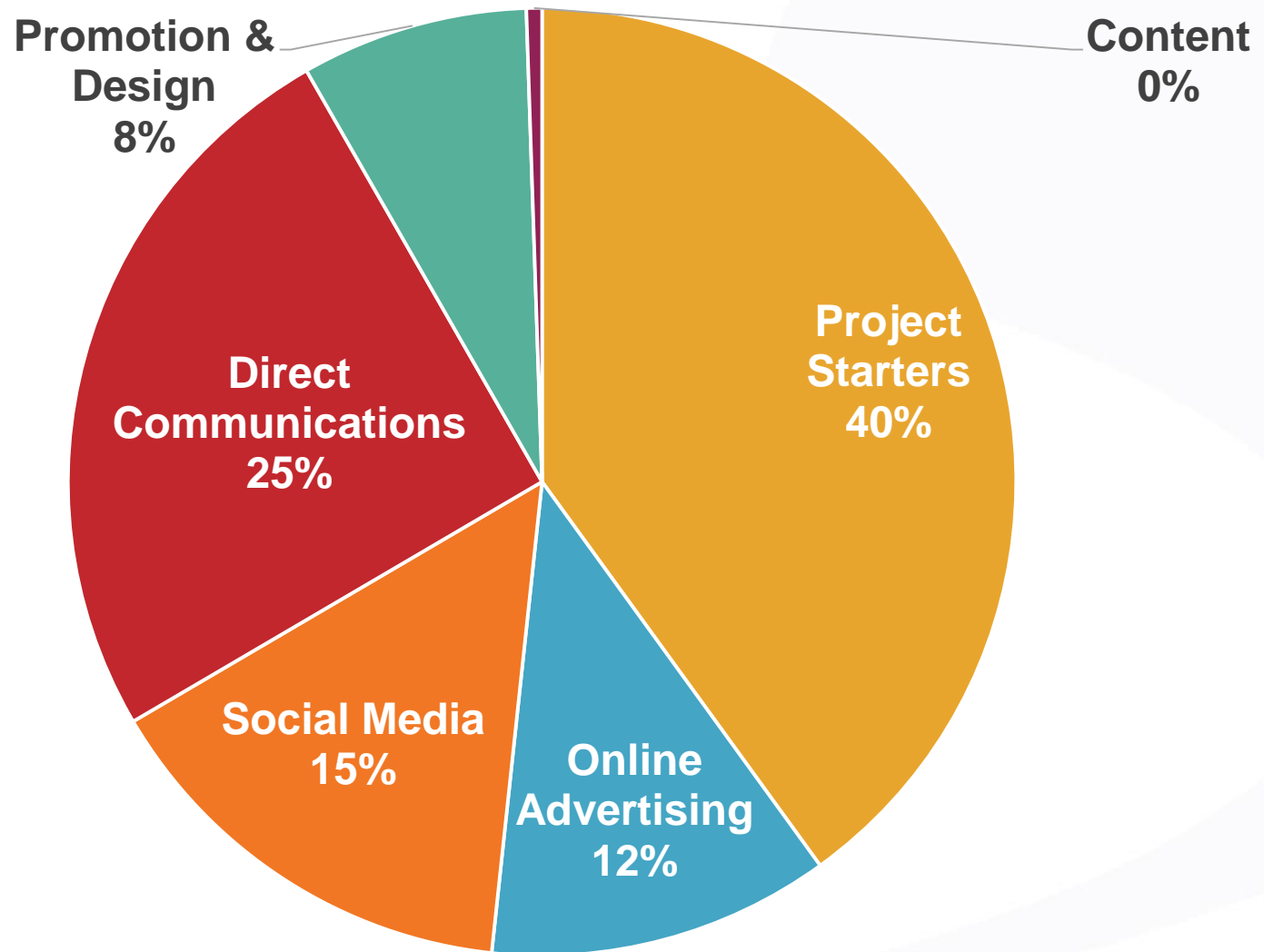


47th Congress of the International
Society of Paediatric Oncology
October 8 -11, 2015 **Cape Town**, South Africa



MARKETING CAMPAIGN

Budget Breakdown



Website



- Over 47,000 sessions hosted
- Traffic from across the world
- 37% of website traffic came from Europe
- A truly international congress with a strong basis in Europe
- South Africa was amongst the leaders for website traffic

Sessions

47,106



Users

23,042



Pageviews

129,427



Mobile Visitors to Website



- 21% (10,018) of all visits to the website were from a mobile device or tablet
- Over half of these were from an iPad or iPhone



SEO



SEO (Top Keywords to Target)	Monthly Searches	9 December, 2014	22 Feb., 2015	21 April, 2015	18 May, 2015	8 July, 2015	7 Sept., 2015	10 Oct 2015
SIOP *	90,500	not in top 10	not in top 10	7	7	6	6	6
pediatric oncology society	880	not in top 10	not in top 10	not in top 10	not in top 11	9	8	8
society of pediatric oncology	880	not in top 10	7	5	6	5	6	6
SIOP conference	880	not in top 10	not in top 10	not in top 10	not in top 11	3	5	4
SIOP congress	720	not in top 10	4	5	6	9	2	2
SIOP meeting	720	not in top 10	3	not in top 10	not in top 11	9	4	1
SIOP 2015	390	not in top 10	5	5	5	5	4	1
pediatric oncology conference	320	not in top 10	not in top 10	4	7	not in top 10	7	7
pediatric oncology meeting	260	not in top 10	not in top 10	not in top 10	not in top 11	not in top 10	9	9
paediatric oncology conference	210	not in top 10	not in top 10	7	6	3	7	6
pediatric oncology congress	140	not in top 10	4	4	4	6	4	6
SIOP Cape Town	no data	not in top 10	3	1	1	1	1	1
SIOP South Africa	no data	not in top 10	4	3	3	1	1	1
paediatric oncology congress	no data	not in top 10	2	3	3	4	5	2
paediatric oncology meeting	no data	not in top 10	not in top 10	3	2	4	6	5
paediatric oncology society	no data	not in top 10	not in top 10	not in top 10	not in top 10	4	9	5
society of paediatric oncology	no data	not in top 10	not in top 10	5	6	4	5	2

The SEO of the SIOP 2015 site was very challenging as there are many high value competitors in the arena, however we saw very strong results achieving top 10 in all keywords

Webmails

- Kenes Marketing sent 26 branded webmails to the SIOP database of 19,000 prospective delegates
- Various pilots were run using our new automated e-marketing platform
- **Marked improvement in engagement compared to 2015**

	AVG OPEN RATE	AVG CLICK RATE
2015	21.6%	4.2%
2014	19.1%	3.6%

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Science and Development:
21st Century Priorities for Childhood Cancer

SCIENTIFIC PROGRAMME ONLINE
MEET THE SPEAKERS
BRING A COLLEAGUE

Scientific Program Online

You can now explore the full program for SIOP 2015 that awaits you in Cape Town. Click [here](#) and start planning which of the outstanding sessions you want to attend*. [Register](#) today and take advantage of these sessions from international experts.

REGISTER NOW ONLINE SCIENTIFIC PROGRAMME

*Note: The Nursing programme begins with the Educational Palliative Care session on Thursday, October 8. Don't miss out on this superb programme.

MEET THE SPEAKERS
Once you've explored the scientific programme, you can read about our expert faculty at SIOP 2015. Click [here](#) to meet the people behind the science.

BRING A COLLEAGUE
After you register, bring your colleagues with you to Cape Town and you could win one of five \$100 rebates. Enjoy Cape Town and our excellent scientific programme together with your professional network. Details [here](#).

SIOP 2015 SPEAKERS SHARE SIOP

CONTACT US

Automated E-Marketing

- Starting in June all webmails were segmented to registered and not registered participants
- Triggered webmails were sent to participants who showed interest in our mailings
- The last webmail was segmented according to the level of interest shown in previous webmails from our campaign



Online Advertising

- 11% (5,283 sessions) of all website traffic came through online advertising
- Over 1.37 million impressions
- Campaigns on Google AdWords and LinkedIn
- Advertising on online event calendars



Google & LinkedIn

Google AdWords:

- 4,813 clicks
- 3.07% click-through rate
- **Strong Results**

[Paediatric Oncology 2015](#)
www.siop2015.kenes.com
SIOP Congress, Cape Town
Register Now and Save up to \$420!

[SIOP Congress 2015](#)
www.kenes.com/siop2015
8-11 October, Cape Town Register Now and Save up to \$180!



SIOP 2015
21st Century Priorities for
Childhood Cancer - Submit
your abstract now!



SIOP 2015
21st Century Priorities for
Childhood Cancer - Submit
your abstract now!



SIOP 2015
21st Century Priorities for
Childhood Cancer - Submit
your abstract now!

LinkedIn Ads:

- 470 clicks
- 0.03% click-through rate
- **Successful campaign**

Event Calendars

Promoted on 116 e-calendars
generating 599 visits to the
SIOP 2015 website



47th Congress of the International Society of Paediatric Oncology
08-11 October 2015, Cape Town, South Africa

Summary Further information Contact

Event: 47th Congress of the International Society of Paediatric Oncology
Dates: Thursday October 08th, 2015 - Sunday October 11th, 2015
Location: Cape Town International Convention Centre (CTICC)
Convention Square
1 Lower Long Street
8001 Cape Town, South Africa
Type: Conference & Seminar - International audience
Accreditation: --

Print this page
Contact organizer
Add to my Calendar
Recommend to a friend
Share: [Facebook] [Twitter] [LinkedIn] [Google+]

Further information [8+1] [0] [Like] [0] [Twitter] [0]

Objectives
SIOP 2015 promises to attract acclaimed experts from around the world. Our stimulating scientific programme facilitates an exchange of ideas and information in paediatric oncology.

Program
The 47th Congress of the International Society of Paediatric Oncology (SIOP 2015) will take place October 8-11, 2015 in Cape Town, South Africa.

SIOP's aim is to improve and optimise treatments throughout the world. SIOP's vision is that no child should die of cancer.

In keeping with the tradition of previous SIOP congresses, the scientific programme will comprise of plenary sessions, guest lectures, committee/group sessions, meet the expert sessions, free and proffered paper sessions.

Location
Map data ©2015 Aerial (Pty) Ltd, Google
Conference address:
Cape Town International Convention Centre (CTICC)
Convention Square
1 Lower Long Street
8001 Cape Town
South Africa

GLOBALEVENTSLIST
ELSEVIER's resource of the world's scientific & medical events

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Home > Events > 47th Congress of the International Society of Paediatric Oncology

47th Congress of the International Society of Paediatric Oncology
8-11 October 2015
Cape Town, South Africa

Organization: Kenes International
Discipline: Health Science
Subdisciplines: Oncology, Pediatrics & Neonatology
Event type: Conference
Venue: Cape Town International Convention Centre (CTICC)

View map
Contact event organizer
Visit event website

Event details
The 47th Congress of the International Society of Paediatric Oncology (SIOP 2015) will take place October 8-11, 2015 in Cape Town, South Africa.

SIOP's aim is to improve and optimise treatments throughout the world. SIOP's vision is that no child should die of cancer.

A Google Map of Cape Town, South Africa. A red pin is placed on the map, indicating the location of the Cape Town International Convention Centre (CTICC). The map shows various neighborhoods including Green Point, Camps Bay, and the Waterfront.

Online Advertising Conclusions

- Google AdWords results improved compared to 2014
- We see a niche community that can be reached through online advertising
- Higher investment brings higher traffic to the website



Outreach Campaigns



Word of Mouth

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

Heads of Department

Sent to 189 relevant institutions



Postal

Sent to **10,175** potential participants to promote abstract submission

Cross Promotion

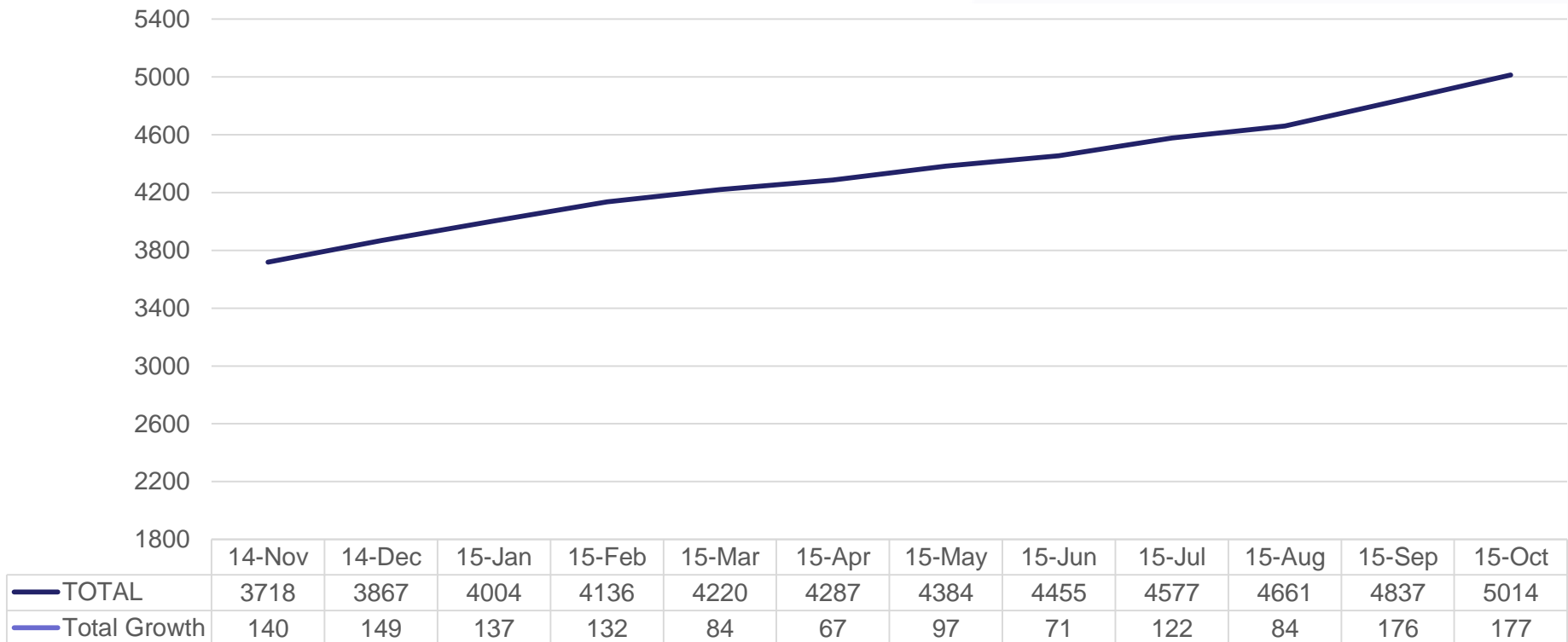


- **24** promotion agreements with events
- **18** promotion agreements with societies
- **4** promotion agreements with journals
- **6** promotion agreements with consortia



Social Media

Growth across all networks of over 1,200 followers



Top Posts



International Society of Paediatric Oncology - SIOP

May 4 at 11:08am · Edited ·

Thank you to all [#oncologynurses](#) in [#oncologynursingmonth](#)! Did you know [#SIOP2015](#) has a track just for nurses? [#registernow](#) <http://bit.ly/siopregistration>



A Day in the Life of a Pediatric Hematology/Oncology Nurse

This video montage is made up photo contest submissions for the APHON Day in the Life of a Pediatric Hematology/Oncology Nurse. music by "THINGAMAJIG" by Jas...

YOUTUBE.COM

5,318 people reached

Boost Post

5,318 People Reached

120 Likes, Comments & Shares

106

Likes

12

On Post

94

On Shares

6

Comments

0

On Post

6

On Shares

8

Shares

5

3

256 Post Clicks

0

Photo Views

NEGATIVE FEEDBACK

SAVE THE DATE! February 15, 2015

siop-online.org • International Childhood Cancer Day is a global collaborative campaign to raise awareness about childhood cancer, and to express support for children and adolescents with cancer, th...

Comment (2) • Like (1) • Unfollow

8 months ago

Viviane Junqueira likes this



Viviane Junqueira

We need to fight against time !

Like (0) • Reply privately • Delete

8 months ago



Jaime Libes

In honor of International Childhood Cancer Awareness Day, we would like to announce the SIOP Paediatric Oncology Training and Education Centre, developed by my co-chair, Dr. Jeremy Slone, with the technical expertise of Mr. Neil... [more](#)

Like (1) • Reply privately • Delete

8 months ago

Top Tweet earned 1,748 impressions

[#actnow](#)

[#InternationalChildhoodCancerDay](#)

[#siop2015](#) pic.twitter.com/jd44pKBReM



11

★ 4

Top Posts

Top mention earned 137 engagements

SickKids_TheHospital
@SickKidsNews · Apr 18

Congratulations to **#SickKids** Dr. Eric Bouffet on being elected President of **@WorldSIOP**! ow.ly/LLtiW
pic.twitter.com/IMShJAVtgG



15 Retweets 10 Stars

[View Tweet](#)



SIO Community Manager Community Manager at SIO

Experimental cancer drug shows promise against incurable paediatric brain cancer

Lead Investigator David Ziegler said, "These are preliminary studies but we are very excited about the striking activity we are seeing in these highly resistant tumorspheres. TRXE-009 is one of the most potent compounds we have... [more](#)



Experimental cancer drug shows promise against incurable paediatric brain cancer

[news-medical.net](#) • US-Australian drug discovery company, Novogen Limited, in conjunction with Australian paediatric cancer researchers,...

[Comment \(1\)](#) • [Like \(2\)](#) • [Unfollow](#)

5 months ago

Robyn Kiddle and Amir Abbas Hedayati Asl like this

ty of Paediatric Oncology - SIO

we go to work every day #SIOP2015

m/.../stacey-steinberg-shared-hop...



23 Photos That Show The Resilience And Strength Of Kids With Devastating Illnesses

For the past two years, photographer, law professor and mom of three Stacey Steinberg has offered free photography sessions to families facing "devastating..."

[HUFFINGTONPOST.COM](https://www.huffpost.com)

1,539 People Reached

204 Likes, Comments & Shares

178

Likes

35

On Post

143

On Shares

5

Comments

2

On Post

3

On Shares

21

Shares

21

On Post

0

On Shares

147 Post Clicks

0

Photo Views

115

Link Clicks

32

Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Congress Exposure

International Society of Paediatric Oncology - SIOP
October 8 at 12:43pm · 🌐

SIOP Board of Directors Meeting with Dr Oleg Chestnov, Assistant Director General for Non Communicable Diseases and Mental Health of the World Health Organisation. SIOP 2015, Cape Town, South Africa.



702 people reached

19 Likes

Boost Post

702 People Reached

34 Likes, Comments & Shares

32 Likes	19 On Post	13 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	0 On Post	2 On Shares

114 Post Clicks

78 Photo Views	0 Link Clicks	36 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Top media Tweet earned 477 impressions

#SIOP2015 was a huge success #thankyou to our #SIOP community Find out about #SIOP2016 goo.gl/jr851n pic.twitter.com/2snd8iZF87



🔗 3 ★ 2

Paediatric Oncology @WorldSIOP · Oct 8
#SIOP2015 #SIOP #younginvestigators



3 ★ 5

a Keras Group company



585 people reached

17 Likes

Like Comment Share Hootlet

Boost Post

585 People Reached

22 Likes, Comments & Shares

21 Likes	17 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares

33 Post Clicks

28 Photo Views	0 Link Clicks	5 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Congress Exposure



SIOPE, cesar gimenez g and Samira Essiaf Retweeted you

Oct 15

Oct 14: #SIOP2015 was a huge success #thankyou to our #SIOP community Find out about #SIOP2016 goo.gl/jr851n
pic.twitter.com/2snd8iZF87



conn bertish @connbertish · Oct 9

@CapeTimesSA quick response after my @cancerdojo opening address
@WorldSIOP @CTICC last night #cancer #creativity

is a growing understanding in the medical profession about the immune-boosting role technology, social media and creativity play in human lives.

More than 1 400 delegates are attending the four-day Congress of the International Society of Paediatric Oncology at Cape Town International Convention Centre.

Bertish was declared cancer-free in 2013 and went on to launch Cancer Dojo, which includes a website and social media platforms.

"My aim is to increase survival rates by empowering people facing cancer with the tools and techniques shown to strengthen the human immune system," he said.

"My approach is complementary to the traditional treatment methods such as chemotherapy, radiation and surgery. It is not an alternative.

"Cancer Dojo helps you visualise

Children have this natural optimism and that is what I harnessed

heart," he said.

"That is also the way I choose to fight this. Children have this natural optimism that adults lose, and that is what I harnessed.

"One of my favourite sayings is that happy people are harder to kill. The positive mind has amazing immune-boosting properties.

"The fact that a conference of such magnitude considers this kind of thinking worthy enough to discuss speaks greatly about the medical profession's growing appetite for exploring new ways to combat cancer."

Tom Sutcliffe, chairman of the Mental Health Review Board of the Western Cape, said Bertish's innovation was "brilliant".

"It is a unique, simple and effective way of augmenting the benefits of traditional treatments by making recipients as psychologically and immunologically fit as possible."



CHILD'S PLAY: Cancer survivor Conn Bertish

Picture: RUVAN BOSHOFF



to you were tagged in
ed many initiatives
daycare & palliative care outreach
BONYC

Oct 14

varing! Veilig thuisgekomen, nu weer verder
isZorg

SIOP

one. Keep an eye out for pics from
www.ly/SQ5oz



SIOP 2015 Twitter Monitoring

The Numbers

372,440 Impressions

346 Tweets











94 Participants

0 Avg Tweets/Hour











4 Avg Tweets/Participant

The #SIOP2015 Influencers

Top 10 by Mentions

	@worldsiop 83
	@siopeurope 38
	@samiraessiaf 23
	@intchildcancer 18
	@connbertish 16
	@childcancer_ch 10
	@cancerdojo 10
	@michalmolcho 8
	@kpj202 7
	@wchildcancerusa 7

Top 10 by Tweets

	@worldsiop 74
	@siopeurope 20
	@samiraessiaf 18
	@michalmolcho 17
	@canceractionnet 17
	@munkyen 9
	@hcsmnews 9
	@drjessmorgan 9
	@healthhashtags 7
	@_image_info 7



FUTURE RECOMMENDATIONS

Recommendations for the Future



- Continuation of the strong online advertising campaigns
- Initiating as much networking amongst potential delegates as possible – we see an engaged and connected community
- Work towards mobilizing networks via board, continental presidents and consortia

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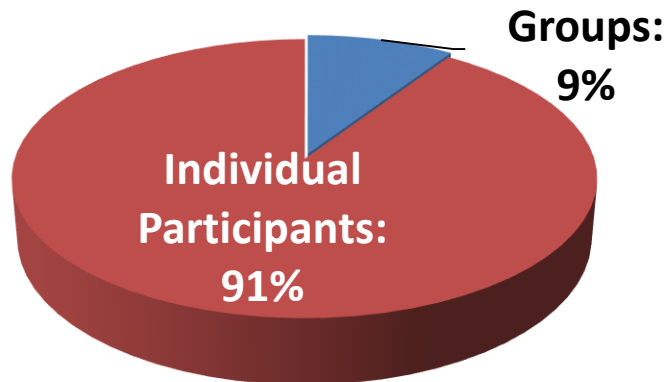
AUDIENCE DEMOGRAPHICS

Overview

- 1,432 total participants
- Respectable result for South Africa

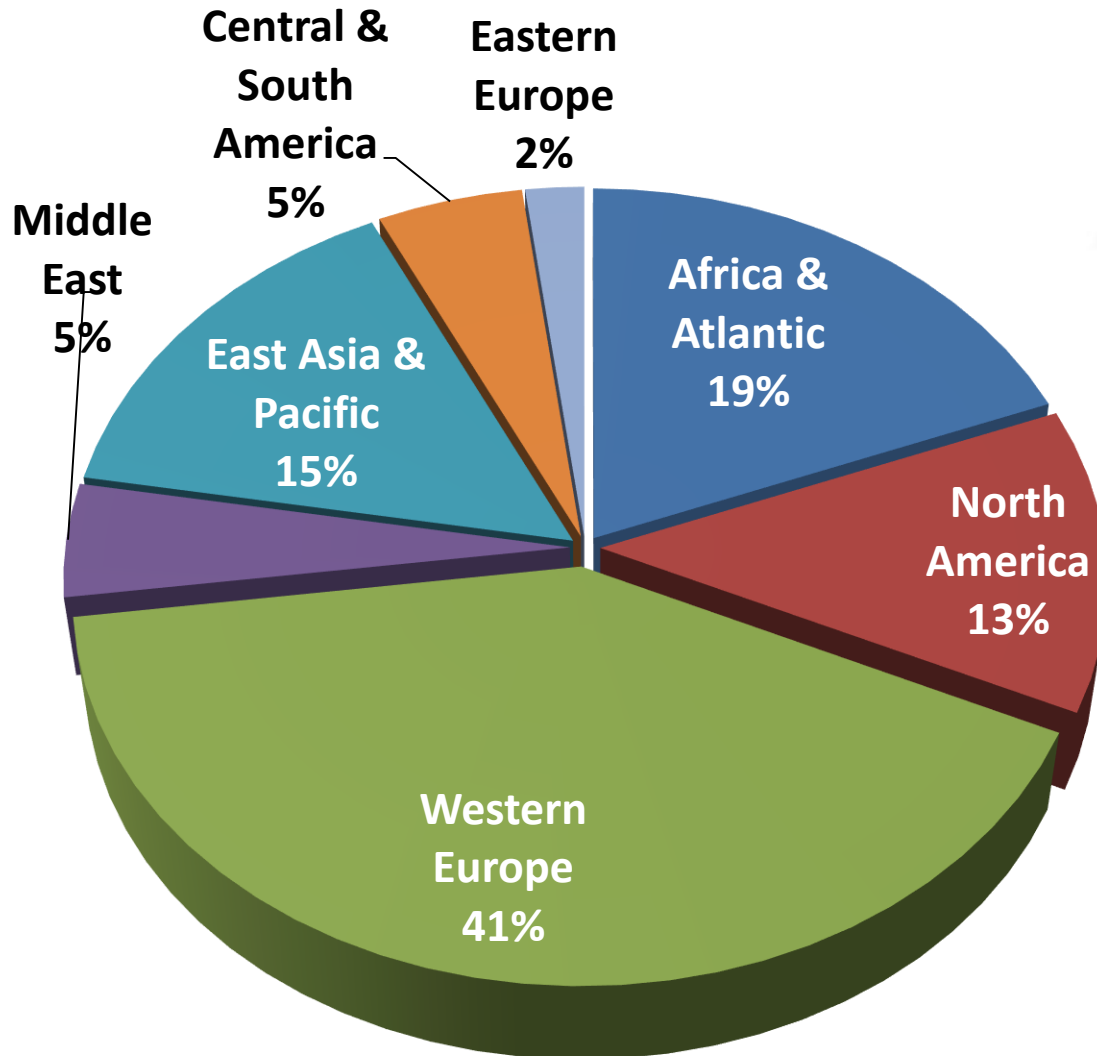


Audience Breakdown



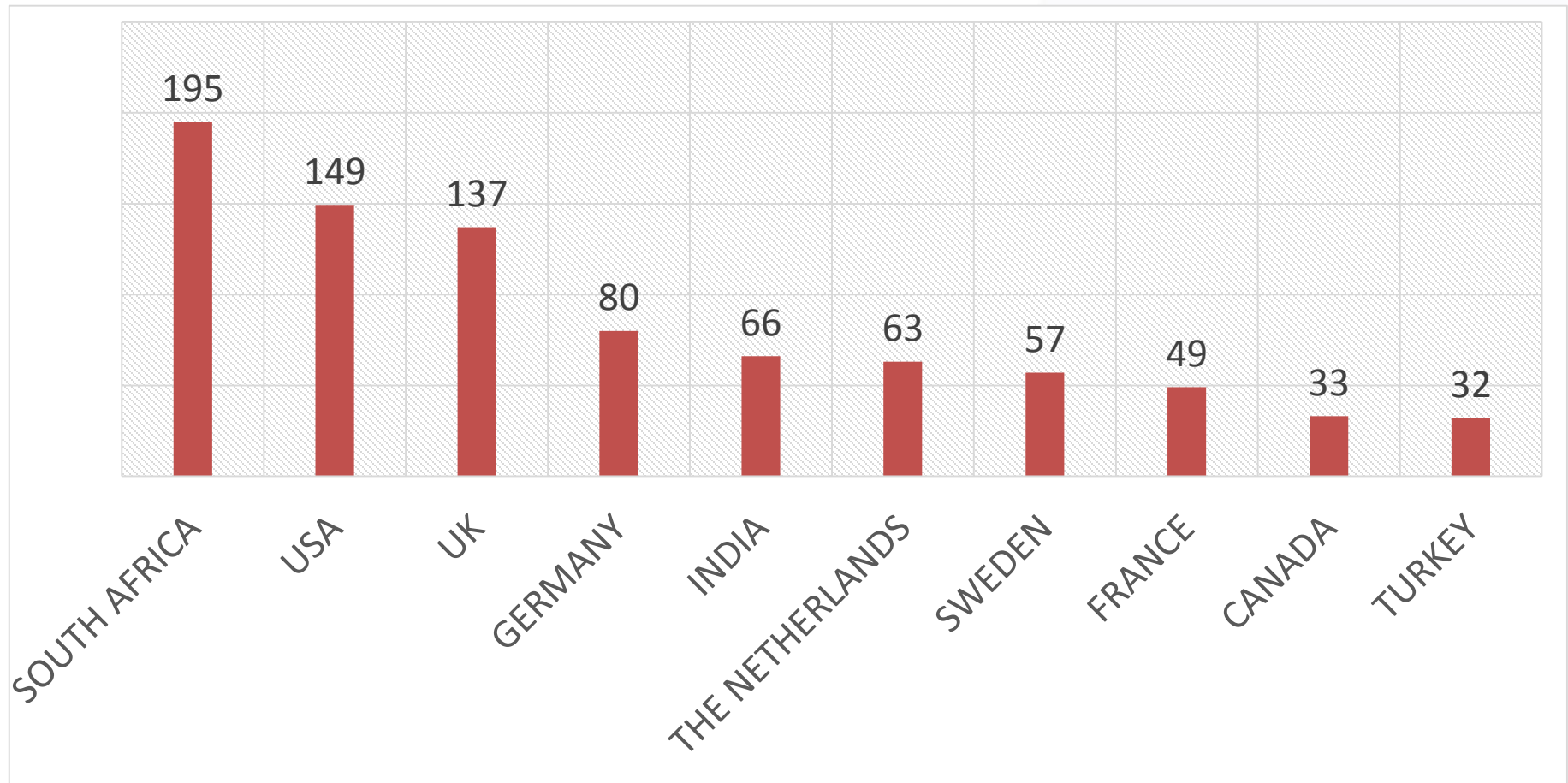
134 group participants
More than double 2014

World Regions



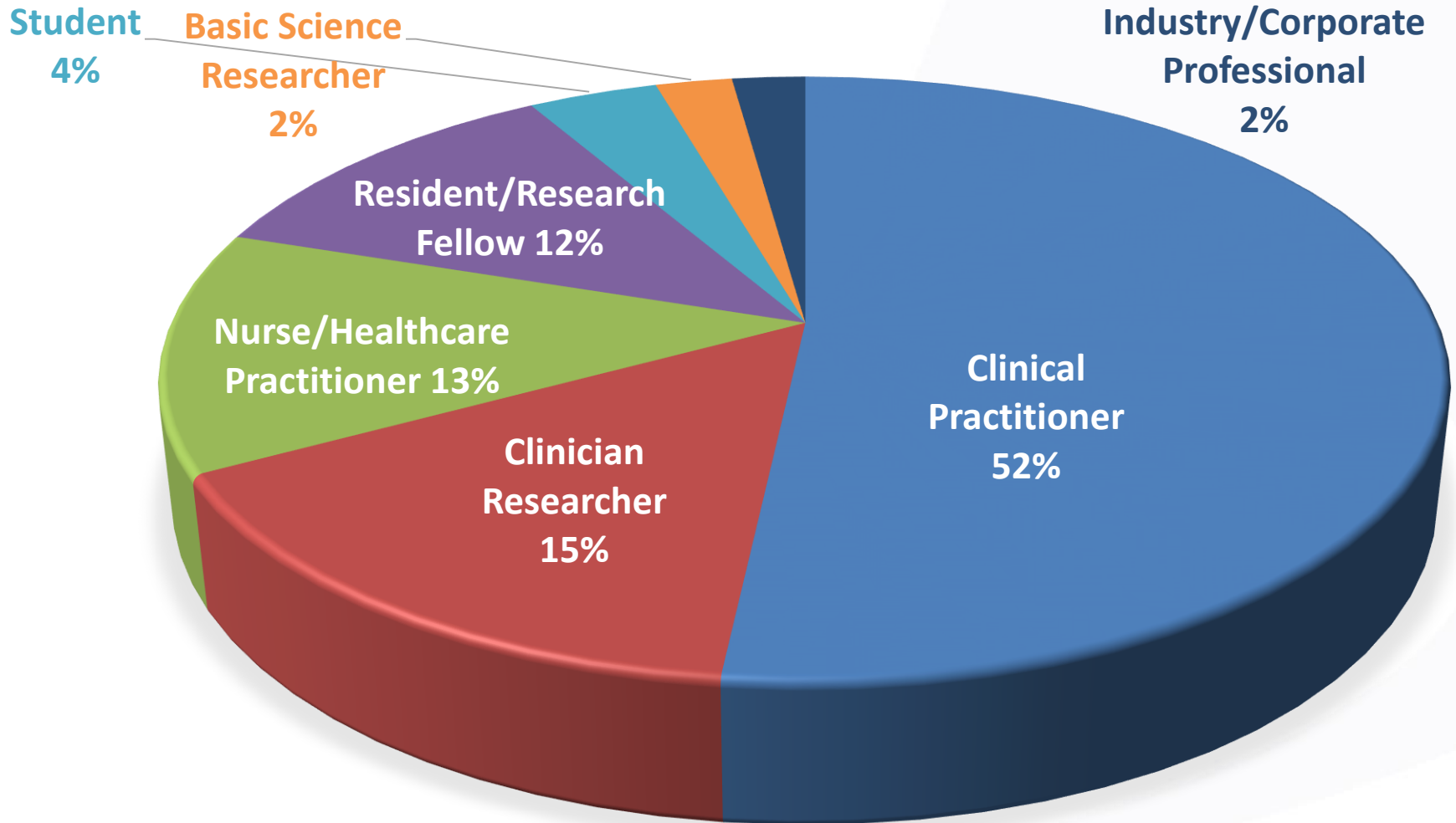
- Strongest participation from Western Europe
- Even spread between North America, East Asia & Pacific and Africa & Atlantic

Top Countries

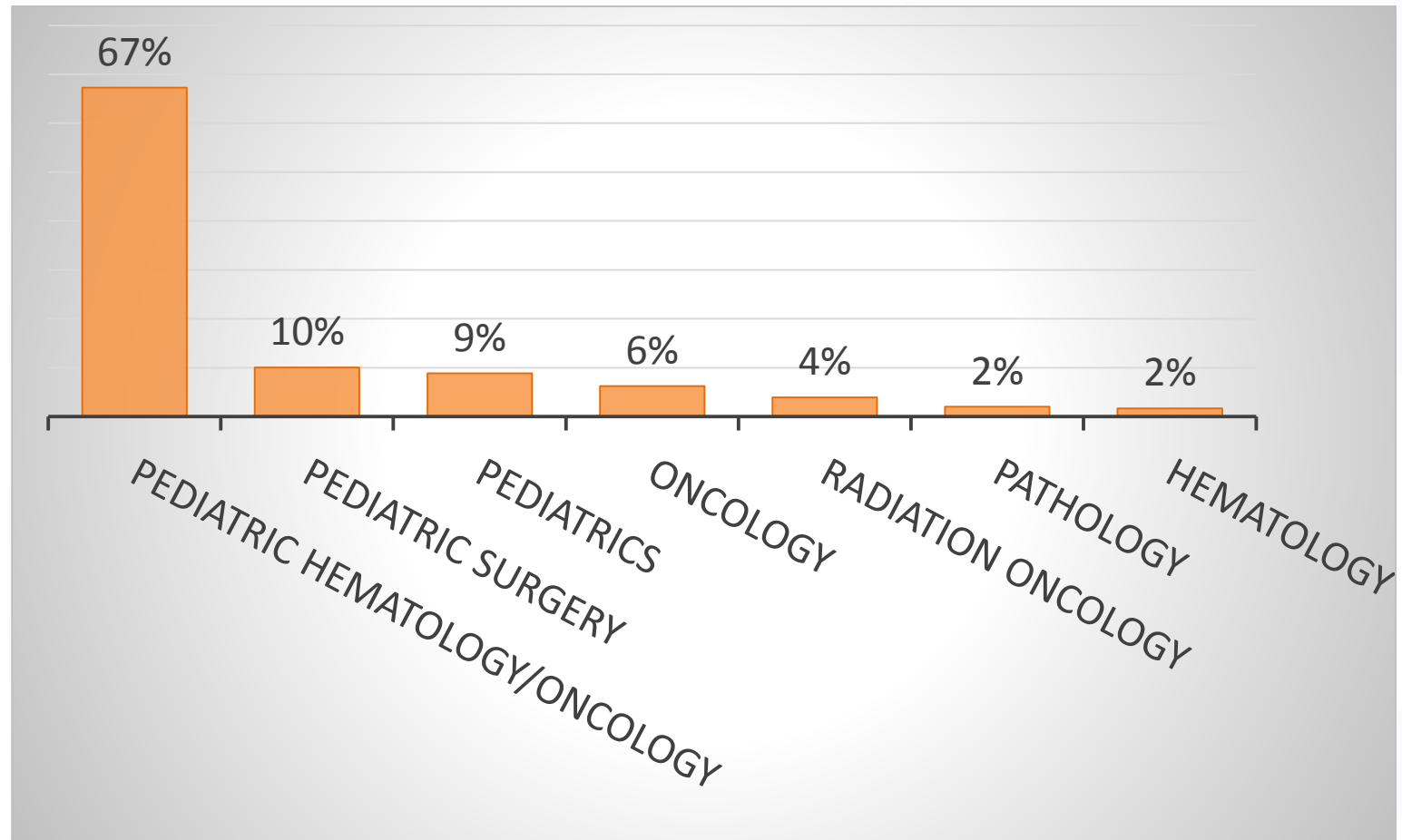


94 total countries represented

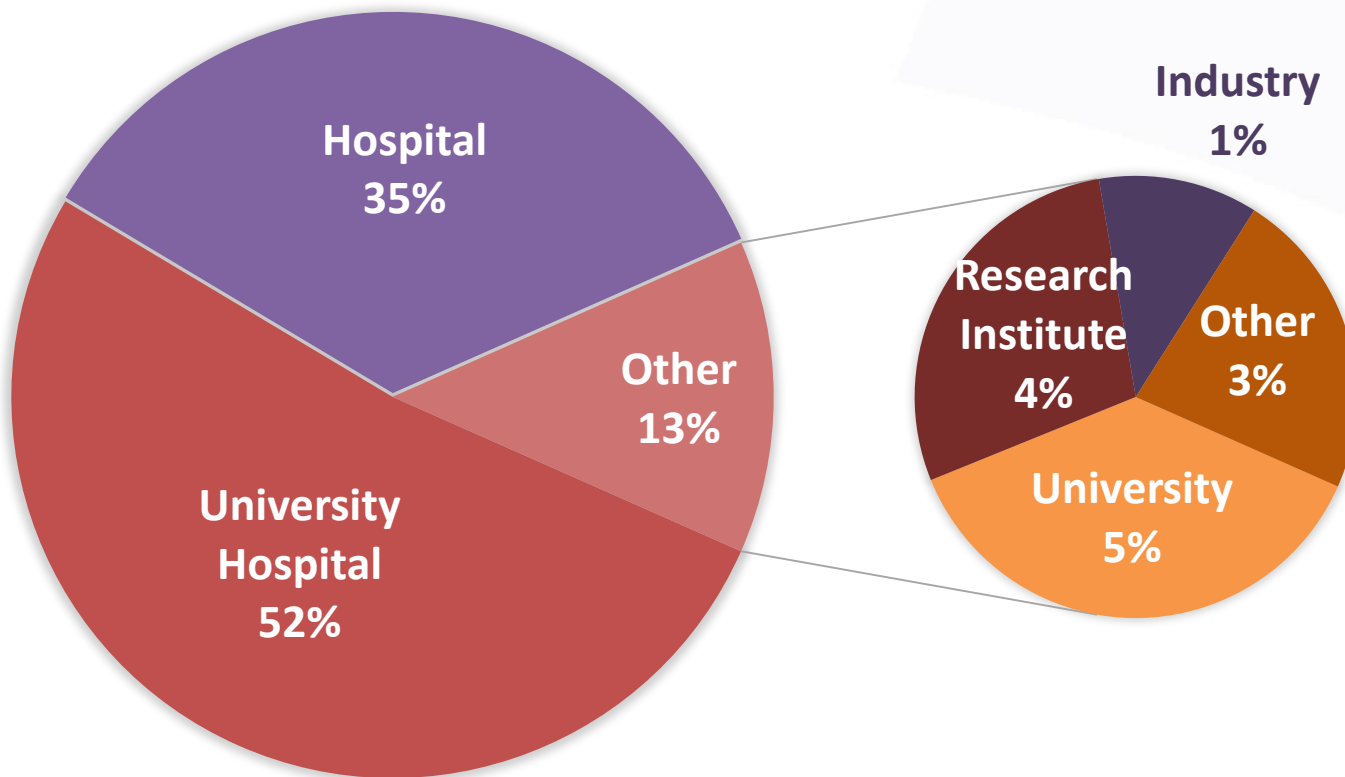
Professional Role



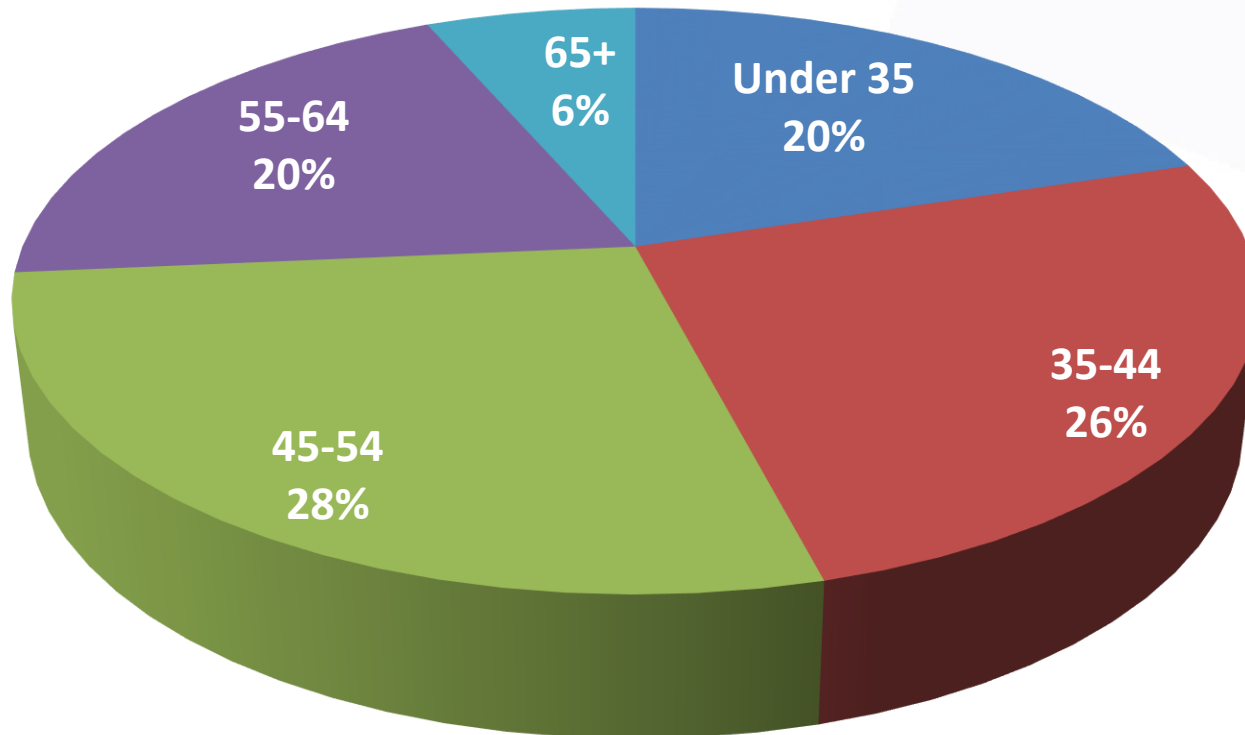
Professional Specialty



Professional Workplace



Participants by Age





The Convention Centre
Dublin, Ireland

October 19 - 22, 2016
www.kenes.com/siop

48th Congress of the International
Society of Paediatric Oncology

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

