

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

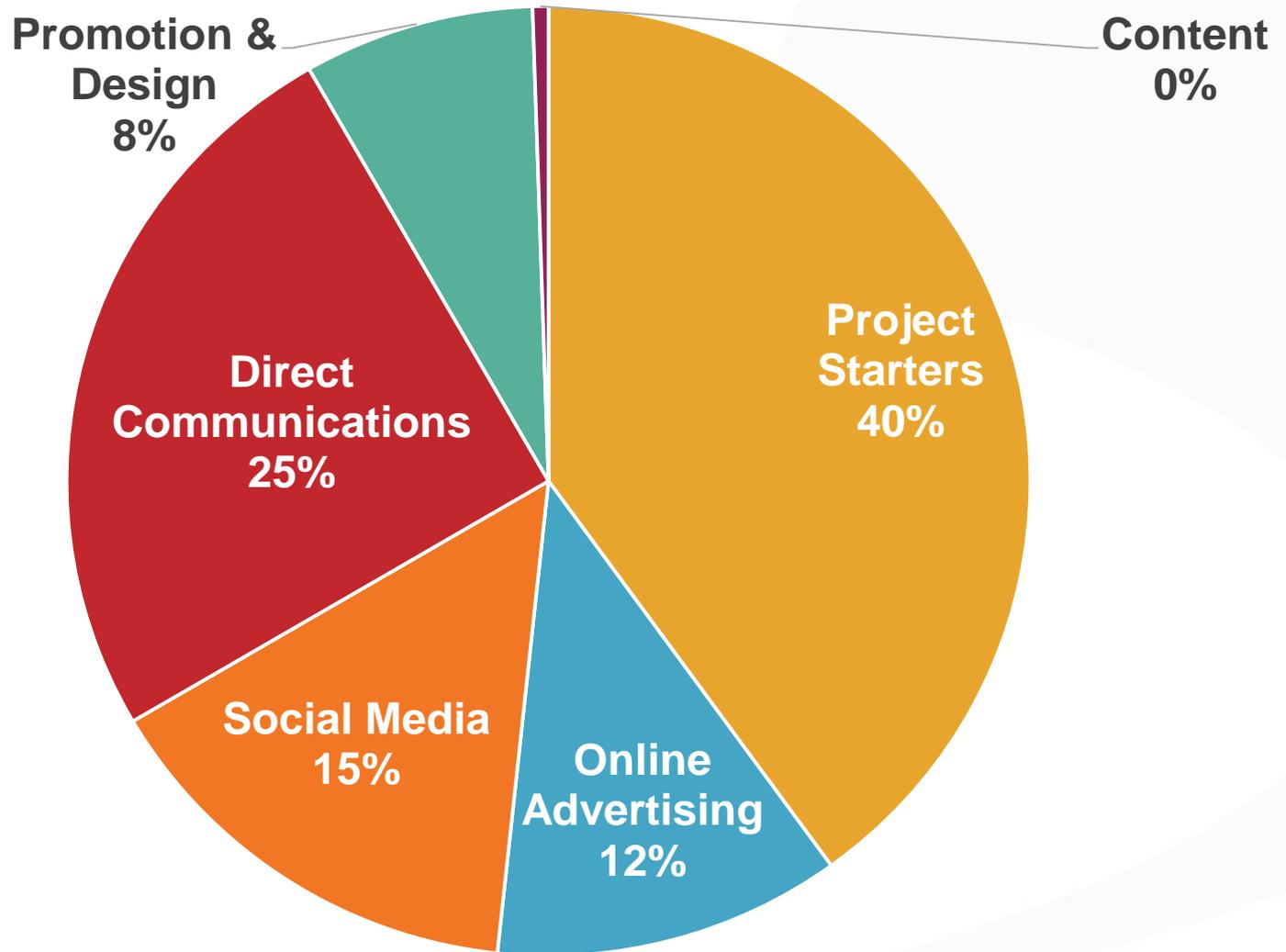


47th Congress of the International
Society of Paediatric Oncology
October 8 -11, 2015 **Cape Town**, South Africa



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

SIOPI Congress, Cape Town

Register Now and Save up to \$420!

SIOPI Congress 2015

www.kenes.com/siop2015

8-11 October, Cape Town Register Now and Save up to \$180!



SIOPI 2015

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



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



SIOPI 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



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47th Congress of the International Society of Paediatric Oncology

08-11 October 2015, Cape Town, South Africa

Summary Further information Contact Ref.: 21296

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, StumbleUpon, Dribbble

Further information: 8+1, 0 Likes, 0 Tweets

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 AerialGIS (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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47th Congress of the International Society of Paediatric Oncology

8-11 October 2015
Cape Town, South Africa
Ref.: 21296

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.

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

aspoho E-Alert
The American Society of Pediatric Hematology/Oncology

ASPHO's 2015-2016 Webinar Series
ASPHO webinars are free, on-demand, and offer educational opportunities led by experts in clinical and career topics of broad interest. You can participate live and ask questions, or you can watch a recorded version after the event. The following webinar topics will be featured in 2015-2016:

- Effective Teamwork, Leadership, and Management
- Immune-based Therapies for Relapsed/Refractory Leukemia/Lymphoma
- Management of Refractory Pain: Practical Issues and Challenges
- Thrombotic Microangiopathy
- Current Issues in Onco-Fertility

Register now for the Tuesday, August 25 webinar titled "Effective Teamwork, Leadership, and Management" moderated by Linda Stark, MD, with speaker William G. Woods, MD, of Allac Cancer and Blood Disorders Center at Children's Healthcare of Atlanta and Emory University School of Medicine.

You can also view the 2014-2015 webinar series in the **Knowledge Center** on the following topics: Atypical hemolytic uremic syndrome, vascular anomalies, limited stage Hodgkin Lymphoma, severe aplastic anemia, palliative care, and work-life balance.

Recognize Your Peers
Each year ASPHO recognizes excellence in the field of pediatric hematology/oncology by presenting annual awards acknowledging clinical investigation and outstanding career achievements in your profession. Nominate your colleagues for these prestigious awards.

- **Frank A. Oski Lectureship Award**—Awarded to an outstanding clinical or laboratory investigator whose cutting-edge research is of the stature of the work completed by Dr. Oski.
- **Distinguished Career Award**—Presented to a senior physician or other professional who has had a major impact in the subspecialty, through some combination of research, education, patient care, and advocacy.
- **Sharon D. Richerson Lectureship**—This NEHA award will be granted to a nationally and/or internationally recognized pediatric hematologist/oncologist who is a recognized expert in their field, with research, education, and clinical expertise.

The deadline to **submit a nomination** is Thursday, September 10. Information regarding each award can be found on the [ASPHO website](#).

Program Spotlight: International Travel Award Recipients

International Society of Nurses
in Cancer Care

ECCO

Innovative Therapies
for Children with Cancer
ITCCO
European Consortium

2015
EBMT
European Society for Blood and Marrow Transplantation

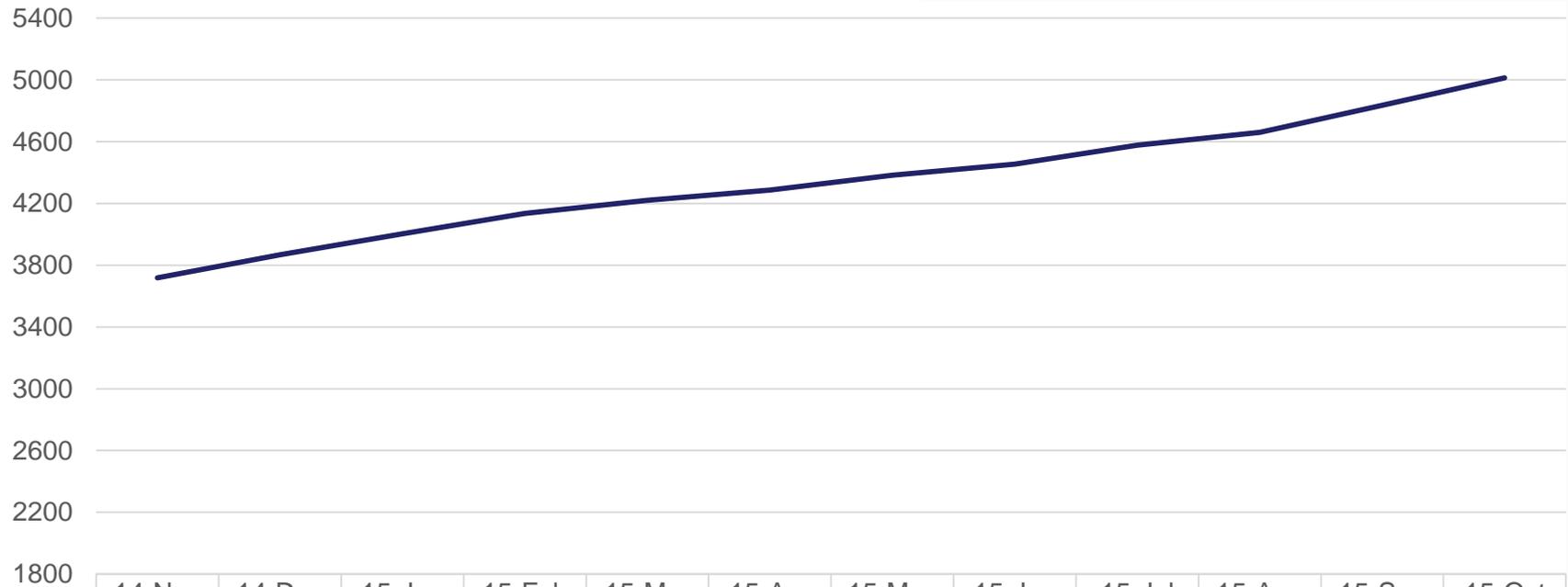
SAscro
SOUTH AFRICAN SOCIETY
OF CLINICAL AND RADIATION ONCOLOGY

ASTRO

ASCO American Society of Clinical Oncology
Making a world of difference in cancer care

Social Media

Growth across all networks of over 1,200 followers



	14-Nov	14-Dec	15-Jan	15-Feb	15-Mar	15-Apr	15-May	15-Jun	15-Jul	15-Aug	15-Sep	15-Oct
— TOTAL	3718	3867	4004	4136	4220	4287	4384	4455	4577	4661	4837	5014
— Total Growth	140	149	137	132	84	67	97	71	122	84	176	177

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		

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 Retweets 4 Likes

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/IMShJAVtg

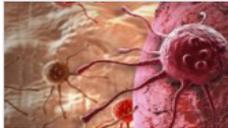


↻ 15 ★ 10
[View Tweet](#)

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

...y 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

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 ⓘ
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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
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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 Retweets 2 Stars

Paediatric Oncology @WorldSIOP · Oct 8

#SIOP2015 #SIOP #younginvestigators



3 Retweets 5 Stars

Paediatric Oncology - SIOP
 October 9 at 11:02pm · 🌐

Day 2 of #SIOP2015 is going to be very



585 people reached

17 Likes

[Boost Post](#)

Like Comment Share Hootlet

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 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

  6  6  

to you were tagged in Oct 14

ed many initiatives
daycare & palliative care outreach
BONYC

aring! 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
-  @munkeyn 9
-  @hcsmnews 9
-  @drjessmorgan 9
-  @healthhashtags 7
-  @_image_info 7

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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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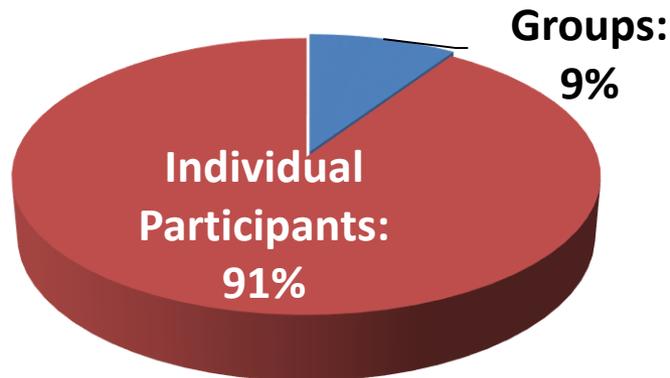
AUDIENCE DEMOGRAPHICS

Overview

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

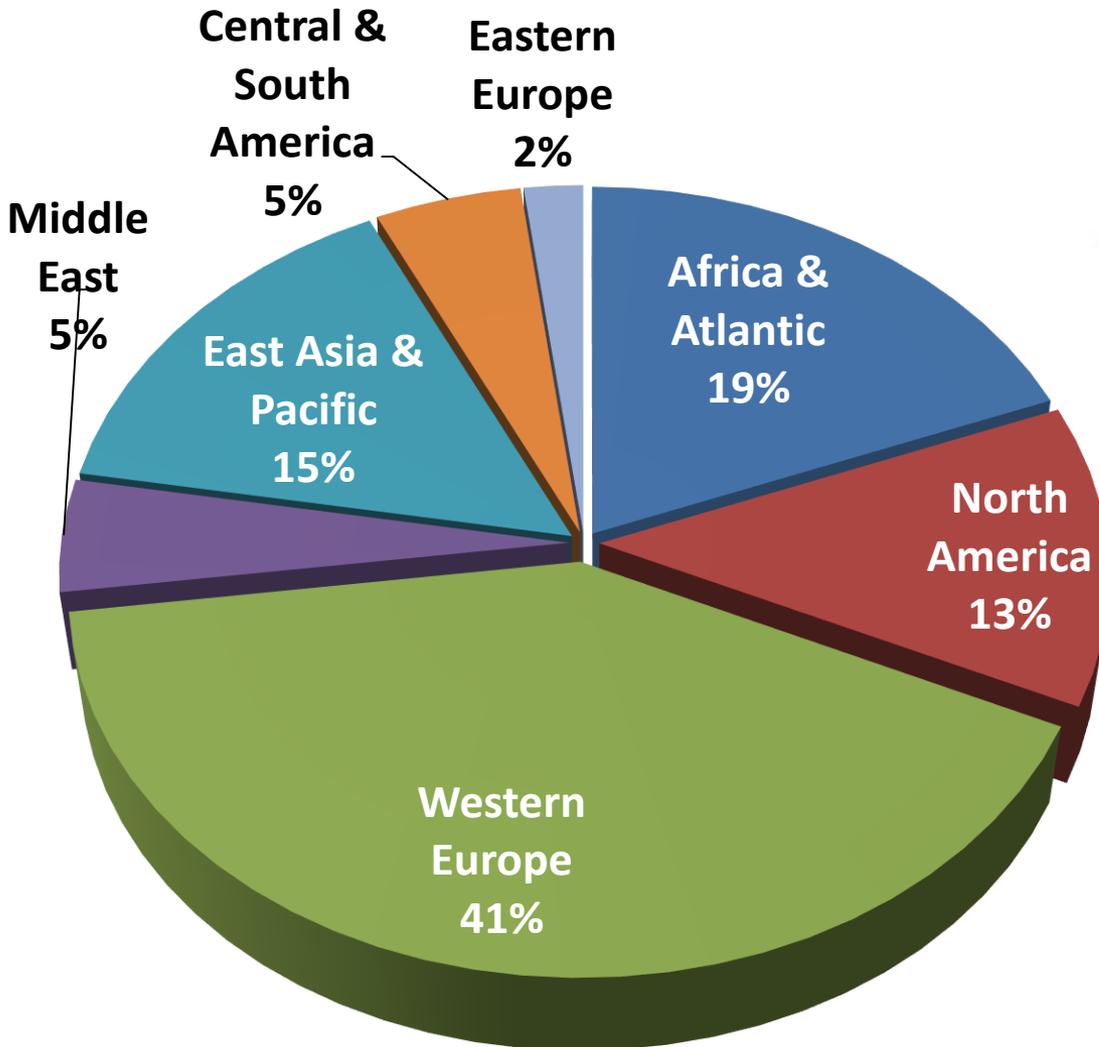


Audience Breakdown



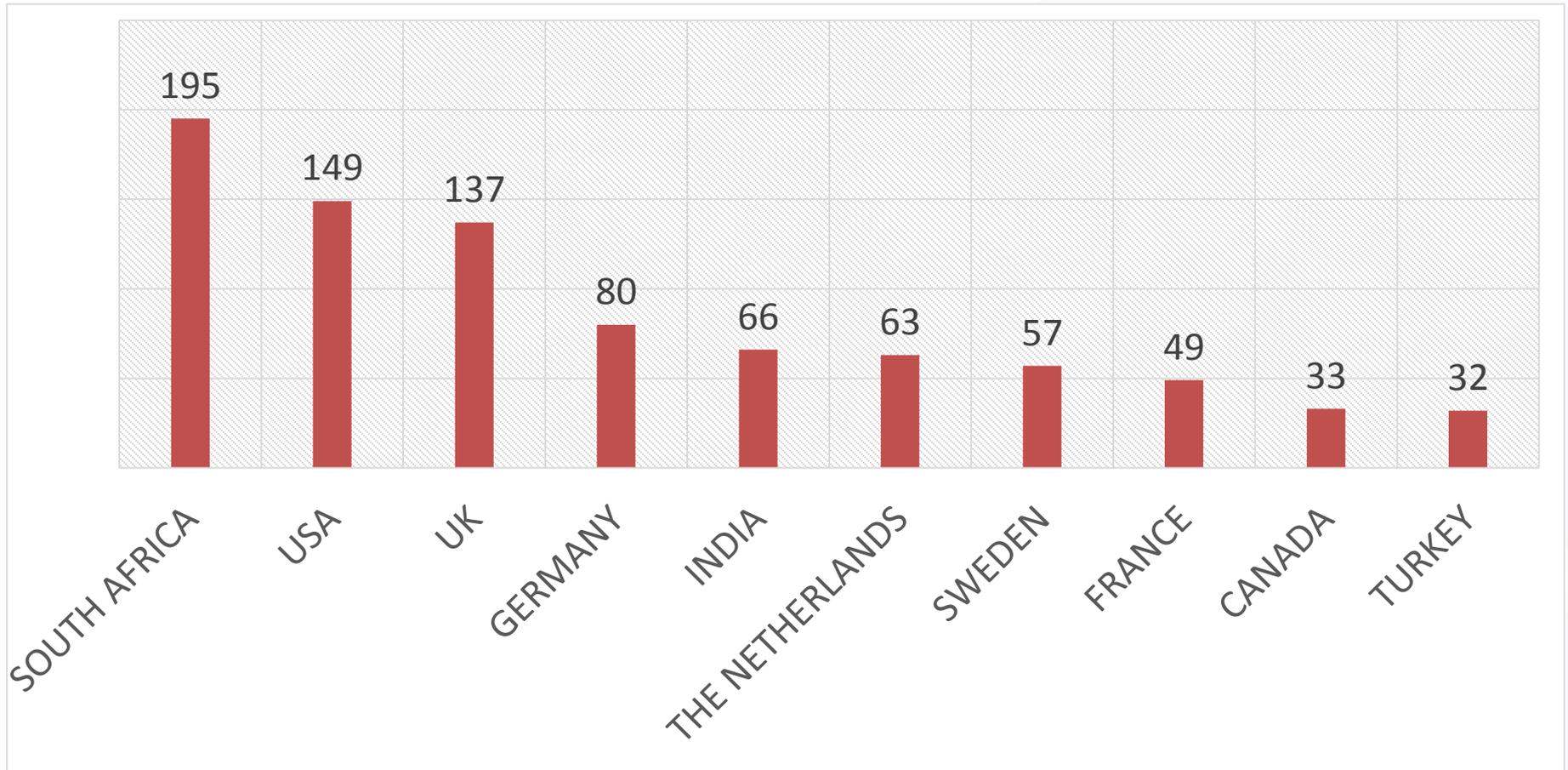
134 group participants
More than double 2014

World Regions



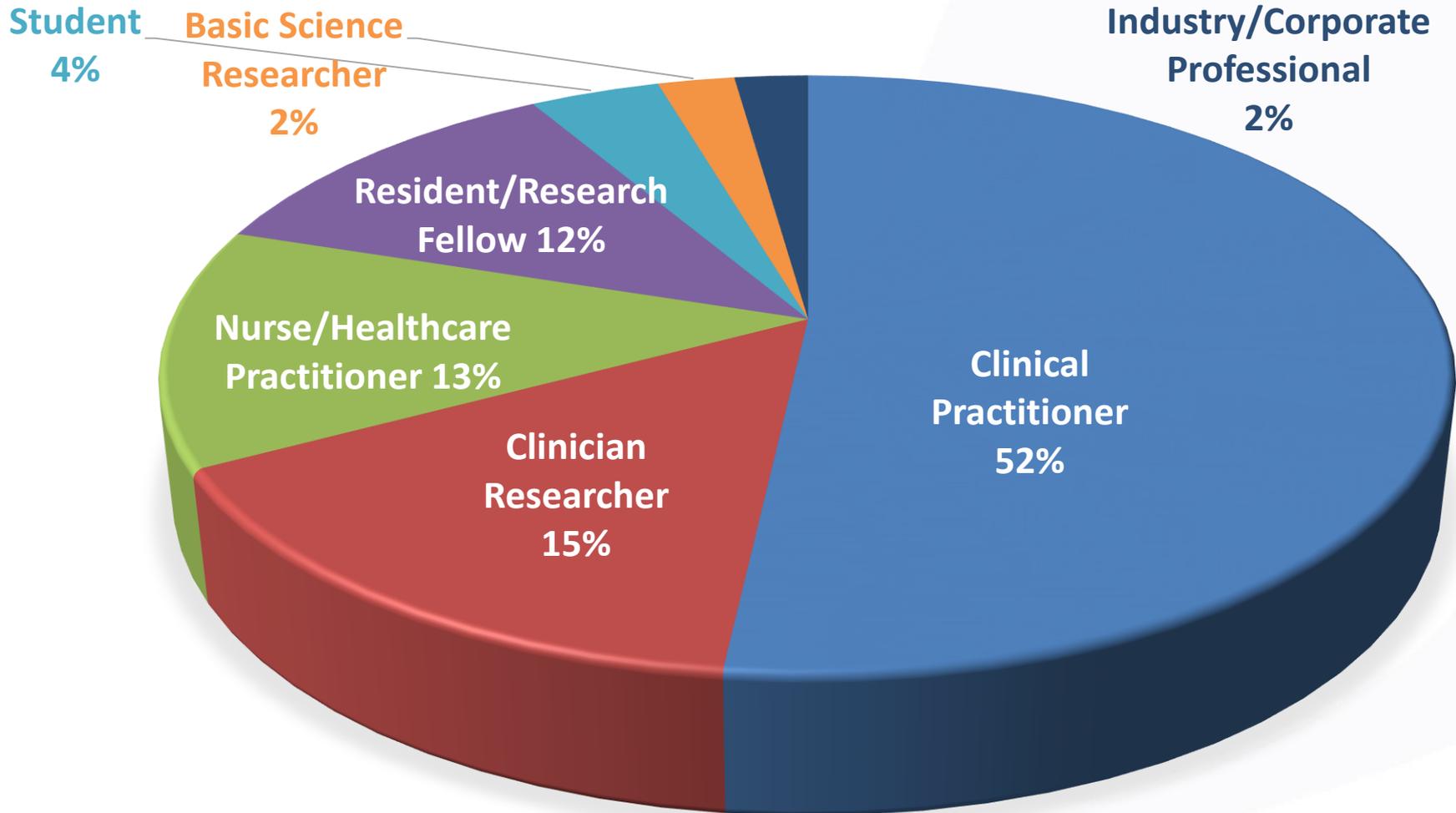
- Strongest participation from Western Europe
- Even spread between North America, East Asia & Pacific and Africa & Atlantic

Top Countries

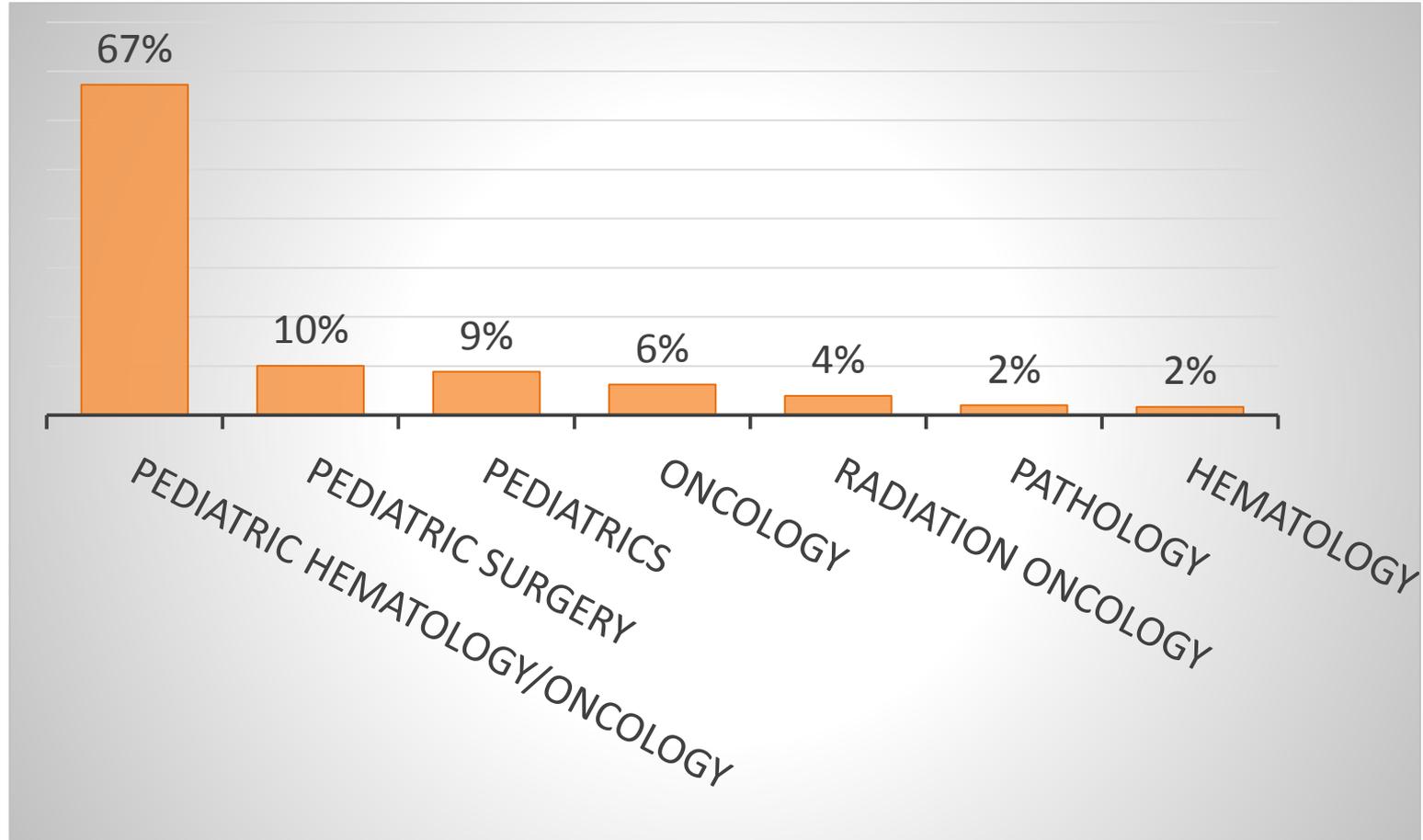


94 total countries represented

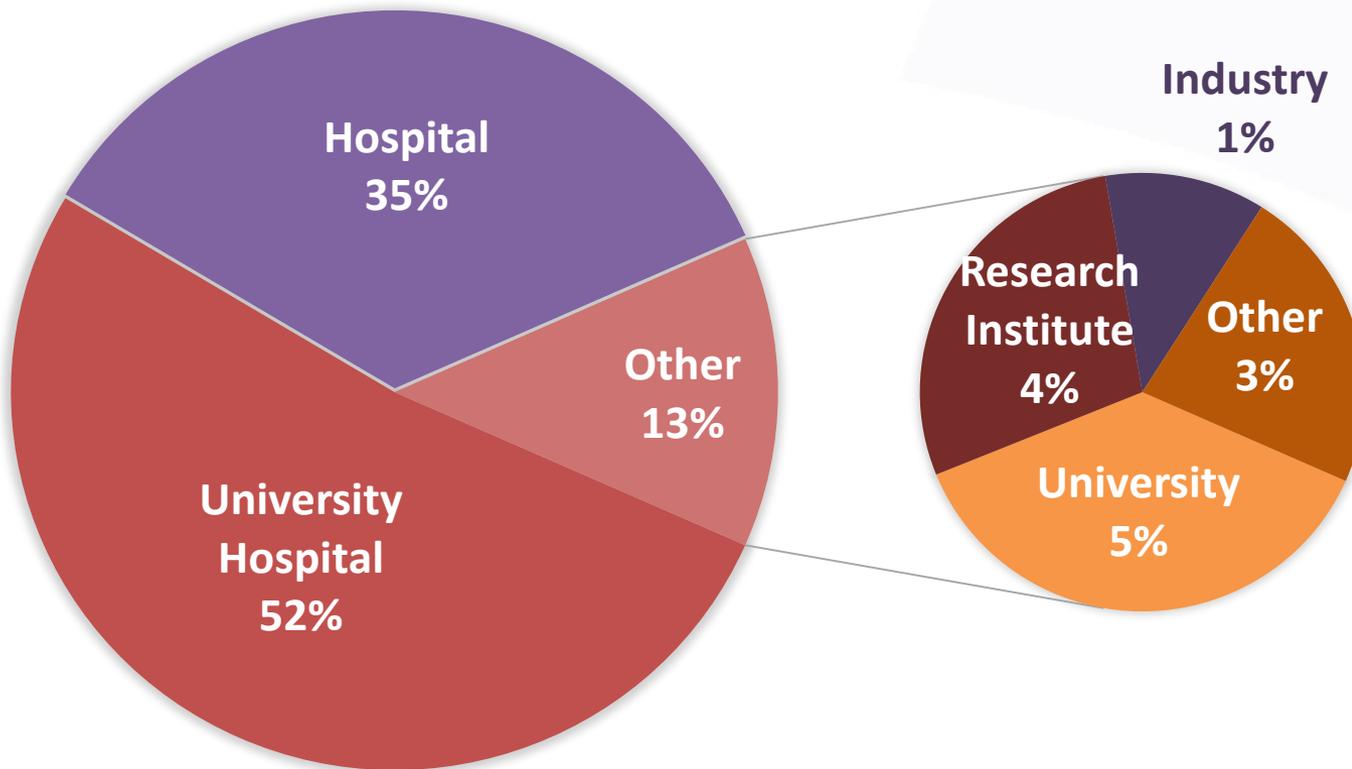
Professional Role



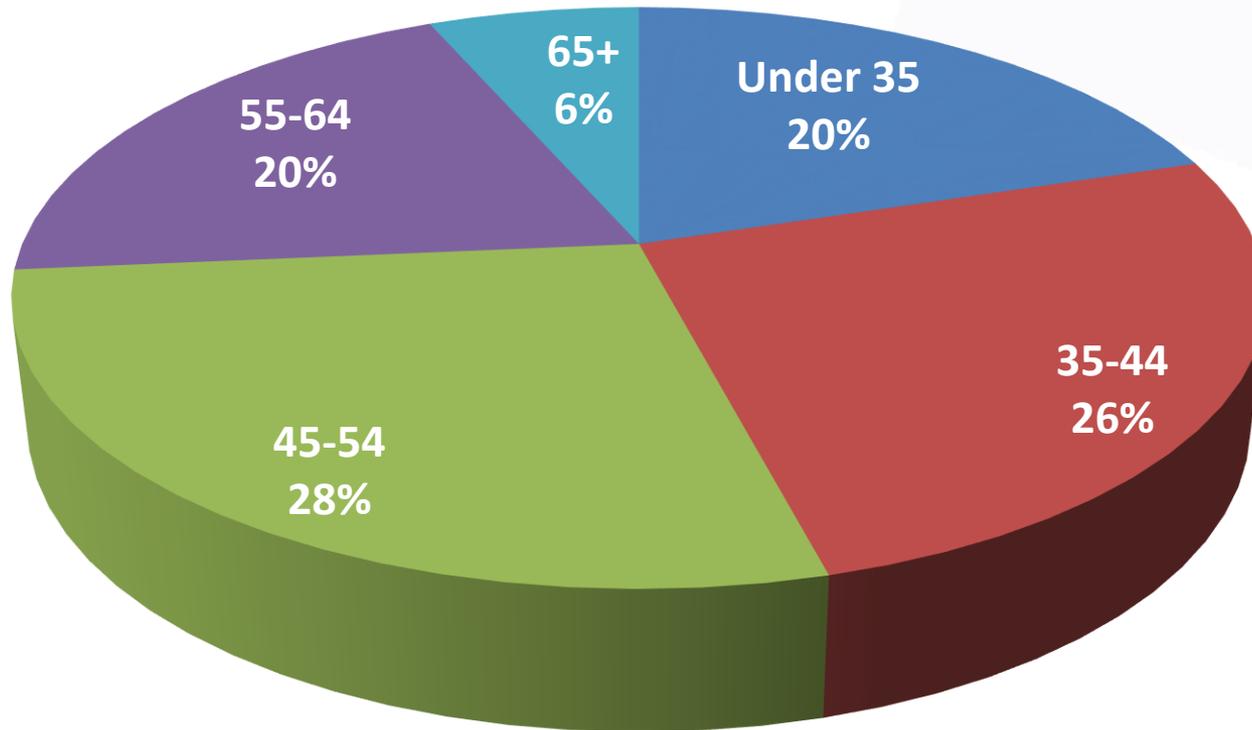
Professional Specialty



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



INTERNATIONAL SOCIETY
OF PAEDIATRIC ONCOLOGY

