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

- Project Starters: 38%
- Online Advertising: 12%
- Social Media: 16%
- Direct Communication: 27%
- Promotions & Design: 5%
- Content: 2%
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 (Top Keywords to Target)

<table>
<thead>
<tr>
<th>SEO (Top Keywords to Target)</th>
<th>Monthly Searches</th>
<th>21/1/2014</th>
<th>13/02/2014</th>
<th>31/03/2014</th>
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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

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!

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
Audience Demographics

46th Congress of the International Society of Paediatric Oncology

October 22-25, 2014
Toronto, Canada
Overview

1,881 total participants – the vast majority were individuals

Groups: 3%

Individual Participants: 97%
World Regions

The majority of participants were from North America & Western Europe.
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
Professional Role

- Clinical Practitioner: 50%
- Clinician Researcher: 17%
- Resident/Research Fellow: 17%
- Parent/Survivor: 6%
- Hospital: 4%
- Student: 3%
- Industry/Corporate Professional: 3%
- Clinical Practitioner: 50%
Professional Specialty

- Paediatric Oncology/Haematology: 59%
- Haematology/Oncology: 12%
- Paediatrics: 10%
- Paediatric Surgery: 9%
- Radiation Oncology: 5%
- Psychology: 2%
- Neuro-Oncology: 1%
- Epidemiology: 1%
Professional Workplace

- Hospital: 35%
- University Hospital: 45%
- Research Institute: 3%
- Other: 3%
- University: 5%
- Industry: 2%
- Non-Profit Org.: 7%
Participants by Age

- Under 35: 25%
- 35-44: 27%
- 45-54: 25%
- 55-64: 18%
- 65+: 5%
SEE YOU THERE