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
MARKETING CAMPAIGN
Budget Breakdown

- Project Starters: 40%
- Promotion & Design: 8%
- Direct Communications: 25%
- Social Media: 15%
- Online Advertising: 12%
- Content: 0%
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

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
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<td>47,106</td>
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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
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.

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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

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<tr>
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<th>AVG OPEN RATE</th>
<th>AVG CLICK RATE</th>
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<tr>
<td>2015</td>
<td>21.6%</td>
<td>4.2%</td>
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<td>2014</td>
<td>19.1%</td>
<td>3.6%</td>
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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

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
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

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<tr>
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<th>Total</th>
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<tr>
<td>14-Nov</td>
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TOTAL

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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? #registrernow 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...

YOURE.COM

5,318 People Reached
120 Likes, Comments & Shares

**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 Stone, 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
Top Posts

Top mention earned 137 engagements

SickKids_TheHospital

SickKids
@SickKidsNews - Apr 18

Congratulations to #SickKids Dr. Eric Bouffet on being elected President of @WorldSIOP! ow.ly/LLt1W
pic.twitter.com/IMShJAvtgG

Experimental cancer drug shows promise against incurable paediatric brain cancer

Leading Investigator David Ziegler said: “These are preliminary studies but we are very excited about the striking activity we are seeing in these highly resistant tumours. TRX UNDER 009 is one of the most potent compounds we have... more

SIOP Community Manager

Experimental cancer drug shows promise against incurable paediatric brain cancer

news-medical.net • US-Australian drug discovery company, NovoGan Limited, in conjunction with Australian paediatric cancer researchers...

Comment (1) • Like (2) • Unfollow

Robyn Kiddle and Amir Abbas Hedayati Al like this

1,539 People Reached

204 Likes, Comments & Shares

SIOP Community Manager

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

SIOP Community Manager
Congress Exposure

1. **SIOP Board of Directors Meeting**
   - People Reached: 702
   - Likes, Comments & Shares: 34
   - Shares: 2
   - Post Clicks: 114

2. **Twitter Post**
   - People Reached: 585
   - Likes, Comments & Shares: 22
   - Post Clicks: 33

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*Images of meeting attendees and social media metrics are included.*
Congress Exposure

SIOPE, cesar jimenez g and Samira Essiaf Retweeted you
Oct 14: #SIOP2015 was a huge success #thankyou to our #SIOP community Find out about #SIOP2016 goo.gl/jr851n pic.twitter.com/2snd8iZnF87

conn bertish @connbertish · Oct 9
@CapeTimesSA quick response after my @cancerdojo opening address @WorldSIOP @CTICC last night #cancer #creativity

Children have this natural optimism and that is what I harnessed

"Children have this natural optimism and that is what I harnessed."

DOJO GUY AT THE SIOP

CHILD'S PLAY: Cancer survivor Conn Bertish Picture: RUVAN BOSHOFF
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
@michalmocho 8
@kpj202 7
@wchildcancerusa 7

Top 10 by Tweets
@worldsiop 74
@siopeurope 20
@samiraessiaf 18
@michalmocho 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
AUDIENCE DEMOGRAPHICS
Overview

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

Audience Breakdown

- Individual Participants: 91%
- Groups: 9%

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

- Western Europe 41%
- North America 13%
- East Asia & Pacific 15%
- Central & South America 5%
- Middle East 5%
- Africa & Atlantic 19%
- Eastern Europe 2%
Top Countries

94 total countries represented
Professional Role

- Clinical Practitioner: 52%
- Clinician Researcher: 15%
- Nurse/Healthcare Practitioner: 13%
- Resident/Research Fellow: 12%
- Basic Science Researcher: 2%
- Student: 4%
- Industry/Corporate Professional: 2%
Professional Specialty

- 67%
- 10%
- 9%
- 6%
- 4%
- 2%
- 2%

Specialties:
- PEDIATRIC HEMATOLOGY/ONCOLOGY
- PEDIATRIC SURGERY
- ONCOLOGY
- RADIATION ONCOLOGY
- PATHOLOGY
- HEMATOLOGY
Professional Workplace

- Hospital: 35%
- University: 52%
- Other: 13%

- Industry: 1%
- Research Institute: 4%
- Other: 3%
- University: 5%
Participants by Age

- Under 35: 20%
- 35-44: 26%
- 45-54: 28%
- 55-64: 20%
- 65+: 6%
48th Congress of the International Society of Paediatric Oncology

October 19 - 22, 2016

www.kenes.com/siop