



EUROPEAN SOCIETY FOR RADIOTHERAPY & ONCOLOGY

POLICY ON PROMOTIONS LINKED TO ESTRO SUPPORTED EVENTS

DOCUMENT HISTORY

First approved on 7 Nov 2011
Approved on 17 Dec 2012
Approved on 17 Feb 2014
Approved on 16 June 2014



NB: any document produced by the organiser using the ESTRO logo must be submitted to ESTRO for validation before publication.

Deadlines need to be adhered to guarantee promotion through ESTRO channels

Stage 1: Endorsed

Website

- o Calendar of events

Newsletter

- o 1 article in the Conferences Corner, 350 words + picture, pre (as promotion) or post meeting (as report)
- o Announced in calendar of events until date

Stage 2: In collaboration with ESTRO

ESTRO Facebook page

- o Announcement of the event + announcement of all deadlines, max 3 times in total

Twitter

- o Announcement of deadlines and event 2 times

Website

- o Calendar of events
- o Announcement of deadlines on events' home page once,

ESTRO Flash

- o Announcement of the event + announcement of all the deadlines in 2 issues under 'Conferences' (deadlines can be regrouped in a same issue as for example early registration and abstract submission can occur the same month)..

Newsletter

- o 1 article in the conferences corner, 400 words + picture
- o 1 interview of the ESTRO representative in the scientific programme if available (optional)
- o 1 report post conference
- o Announced in calendar of events until date
- o 1 ad pages

At ESTRO teaching courses

- o Leaflets on display at ESTRO booth at appropriate courses

ESTRO School guide

- o 1 page in the 'Joint Conferences / Scientific collaboration' events section if information of the event is in time for publication

At ESTRO booth at congresses (ESTRO and non-ESTRO events)

- o Leaflets on display

At ESTRO conferences

- o Leaflets on display in publication area

Stage 3: In partnership with ESTRO

ESTRO Facebook page

- o Announcement of the event + announcement of all the deadlines + any relevant info (link to scientific programme etc), max 3 times in total (if spread over a minimum of 6 months)

Twitter

- o Announcement of deadlines and event 3 times

Website

- o Calendar of events
- o Announcement of deadlines on event's home page,
- o Report post conference

ESTRO Flash

- o Announcement of the event + announcement of all the deadlines in 3 issues, under 'ESTRO Conferences' (with mention of 'Joint event').

Newsletter

- o 1 article in the conferences corner, 400 words + picture
- o Possibility of an extra article of 200 words
- o 1 interview of the ESTRO representative in the scientific programme



- 1 report post conference
- Announced in calendar of events until date
- 2 ad pages

Specific emailing

- One email blast can be sent upon request to announce the deadlines to selected contacts

At ESTRO teaching courses

- Leaflets on display at ESTRO booth at appropriate courses

ESTRO School guide

- 1 page in the 'joint events/ Scientific collaboration' section, if information of the event is in time for publication

At ESTRO booth at congresses (ESTRO and non-ESTRO events)

- Leaflets on display

At ESTRO conferences

- Leaflets on display in publication area
- Distribution of leaflets by hostesses at the end of relevant sessions (ex: distribution of EMUC leaflets at prostate sessions)

Green Journal

- 1 ad page, if known 6 months in advance

