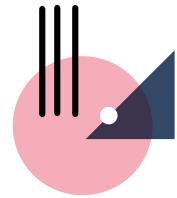


# PROMOTION POLICY LINKED TO ESTRO SUPPORTED EVENTS

Version 4 | August 2022

**ESTRO**



**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**

- Calendar of events

### **Newsletter**

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

## **Stage 2: In collaboration with**

### **Social media**

- [LinkedIn](#) announcement of the event and deadlines, max 1 post in total
- [Twitter](#) announcement of the event and deadlines, max 1 post in total
- [Facebook](#) announcement of the event and deadlines, max 1 post in total

### **Website**

- Calendar of events
- General event information on the event page

### **Bi-monthly Newsletter sent to subscribers**

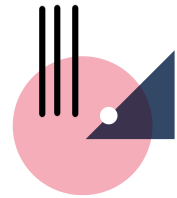
- Announcement of the event with deadlines in 2 issues

### **Newsletter – Conferences corner**

- 1 article in the conferences corner, 400 words + picture
- 1 report post conference (post-congress article in conferences corner)

### **ESTRO congresses**

- 1 intersession slide in the relevant track
- Leaflets on display in publication area



## 1 mass mailing

- Can be sent upon request to announce the deadlines to a selected target group, GDPR compliant with ESTRO database

## **Stage 3: In partnership with ESTRO**

### **Social media**

- [LinkedIn](#) announcement of the event and deadlines max 2 posts in total
- [Twitter](#) announcement of the event and deadlines max 2 posts in total
- [Facebook](#) announcement of the event and deadlines max of 2 posts in total

### **Website**

- Calendar of events
- General event information on the event page

### **Bi-monthly Newsletter sent to subscribers**

- Announcement of the event with deadlines in 3 issues

### **Newsletter**

- 1 article in the conferences corner, 400 words + picture
- 1 report post conference (post-congress article in conferences corner)

### **ESTRO congresses**

- 1 intersession slide in the relevant track
- Leaflets on display in publication area

## 2 mass mailings

- Can be sent upon request to announce the deadlines to a selected target group, GDPR compliant with ESTRO database