EUROPEAN SOCIETY FOR RADIOTHERAPY & ONCOLOGY

POLICY ON PROMOTIONS LINKED TO
ESTRO SUPPORTED EVENTS

DOCUMENT HISTORY
First approved on 7 Nov 2011
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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 ESTRO**
**ESTRO Facebook page**
- Announcement of the event + announcement of all deadlines, max 3 times in total

**Twitter**
- Announcement of deadlines and event 2 times

**Website**
- Calendar of events
- Announcement of deadlines on events’ home page once,

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

At ESTRO teaching courses
- Leaflets on display at ESTRO booth at appropriate courses

**ESTRO School guide**
- 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)
- Leaflets on display

At ESTRO conferences
- Leaflets on display in publication area

**Stage 3: In partnership with ESTRO**
**ESTRO Facebook page**
- 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**
- Announcement of deadlines and event 3 times

**Website**
- Calendar of events
- Announcement of deadlines on event’s home page,
- Report post conference

**ESTRO Flash**
- Announcement of the event + announcement of all the deadlines in 3 issues, under ‘ESTRO Conferences’ (with mention of Joint event).

**Newsletter**
- 1 article in the conferences corner, 400 words + picture
- Possibility of an extra article of 200 words
- 1 interview of the ESTRO representative in the scientific programme
o 1 report post conference
o Announced in calendar of events until date
o 2 ad pages

Specific emailing
o One email blast can be sent upon request to announce the deadlines to selected contacts

At ESTRO teaching courses
o Leaflets on display at ESTRO booth at appropriate courses

ESTRO School guide
o 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)
o Leaflets on display

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

Green Journal
o 1 ad page, if known 6 months in advance