

IHE World Summit 2020

Marketing Guide

for

National Deployment Committees, Partners, Members, ...

We need your support in making this event a success!!

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Marketing Guideline for National Deployment Committees

What can you do? The following are ideas for your local marketing:

- **On your webpage**
 - Place the logo of the event and a link to the event homepage on your national IHE webpage (right on the first splash page!)
- **On your email channels**
 - Issue a newsletter with info on the event, encouraging your members to attend
- **On your social media accounts**
 - Repost / Retweet the articles below (see chapter “Social Media Posts”)
 - Create OWN articles in your national language with the content of the original posts
- **At your events / meetings**
 - Make the IHE World Summit a point on your meeting agenda
- **Personally(!)**
 - Engage into personal marketing by “talking” to people about this event and sending personalized emails

It's highly recommended that you incentivize your membership to participate (if your budget allows)

Example method, you could entirely execute within your Deployment Committee (low effort/financial investment, but high marketing impact):

Example how IHE Austria does it:

- Step 1: IHE Austria has defined an “incentivize budget” of 5 x 100 EUR per registration = 500 EUR from the IHE Austria budget
- Step 2: IHE Austria Issued a fancy “event-advertising message” (“IHE World Summit 2020 - Promo”) to its members, with the promo that “*the first 5 IHE Austria members, who send a confirmation of their registration to the IHE World Summit to the IHE Austria office, will get a refund of 100 EUR*”
 - Mention some “attraction points” in your message, for example if your country has some presence in the program, etc.
- Step 3: An IHE Austria member registered for the IHE World Summit (normally on the summit website) -> makes a screenshot of the confirmation -> emails the screenshot to the IHE Austria office -> IHE Austria refunds 100 EUR

Vary numbers and prices of promo as suitable to your Deployment Committee!

See the chapters below for marketing resources - free to use!

Characteristics of the event

The event's structure of the IHE World Summit is a 2-day event, starting in the morning of Tuesday (March 24), ending in the evening of Wednesday (March 25), providing high-class presentations and panels.

Several events are taking place during the **IHE-Europe Connectathon week**. See <https://connectathon.ihe-europe.net/week-overview> for details.

Dates:

- IHE World Summit: **March 24/25, 2020**
- Museum Networking Reception: **March 24, 2020 (18:00 - 21:00)**
 - Held on the **Museum floor** of the event location right **within the exhibition area**. **Warm food buffet** and **drinks** are offered during the reception.

Location:

The event takes place at **Autoworld**, a prestigious convention facility located at Cinquantenaire Park. See <https://connectathon.ihe-europe.net/brussels-2020/venue> for details.

Accommodation recommendation can be found here: <https://connectathon.ihe-europe.net/brussels-2020/accommodation>

Event program:

The World Summit features high-level international keynote presentations and panel discussions ideal for strategic leaders, decision makers and system architects, facilitating the opportunity to interact with world experts in interoperability.

Online program: <https://connectathon.ihe-europe.net/IHE-World-Summit-Symposium>

The program features the following VIP speakers (excerpt):

- Donald Rucker, National Coordinator, ONC, US
- Henrique Martins, Chair of European eHealth Network, Portugal
- Jamie Ferguson, VP Health IT Strategy & Policy, Kaiser Permanente, US
- Dr. Wylecia Wiggs Harris, CEO, AHIMA, US
- Adrian Schmid, CEO of eHealth Suisse, Switzerland
- Lloyd Eric Barro Moussavou, Project manager eGabon project, Ministry of Health, Gabon
- and many more ...

Target audience:

Target audience are strategic leaders, decision makers and system architects both of the private and public sector.

Marketing Resources

- Event Website with program and link to registration:
 - <https://connectathon.ihe-europe.net/IHE-World-Summit-Symposium>
- Registration (direct URL):
 - https://www.eventbrite.co.uk/e/ihe-world-summit-and-symposium-2020-tickets-86796922933?utm_campaign=d1d10c33ff-IHE-Services+Launches+its+%E2%80%9CExperts+Registry_COPY_0&utm_medium=email&utm_source=IHE-Europe+Newsletter&utm_term=0_cf01e2ec3a-d1d10c33ff-227120889
- FTP Folder with logos, flyers, etc.:
 - <ftp://ftp.ihe.net/GDC/World%20Summit/Events/2020%2C%20Brussels/Organization/Marketing>

Social Media Post happened so far

Please repost / retweet !!!

Freely use text blocks out of the postings below for your purposes!

LinkedIn

These are our channels (please follow)!

- IHE International: <https://www.linkedin.com/company/iheintl/>
- IHE Europe: <https://www.linkedin.com/company/ihe-europe/>

These are posts so far:

- 2020.01.15, IHE-Europe (Early bird announced)
 - https://www.linkedin.com/posts/ihe-europe_ihe-world-summit-and-symposium-2020-activity-6623145405297369088-MuSC
- 2020.01.10, IHE-Europe (Registration is open)
 - https://www.linkedin.com/posts/ihe-europe_4th-world-summit-programme-unveiled-activity-6621052343469379584-OtNY
- 2019.12.23, IHE-Europe (Program is unveiled)
 - https://www.linkedin.com/posts/ihe-europe_programme-for-the-4th-ihe-international-world-activity-6614915952905719808-mUub
- 2019.09.18, IHE-Europe (Save the date)
 - https://www.linkedin.com/posts/ihe-europe_save-the-date-ihe-world-summit-2020-activity-6580093351033401344-Y42C

Twitter

These are our channels (please follow)!

- IHE International: <https://twitter.com/IHEIntl>
- IHE Europe: https://twitter.com/IHE_Europe

These are posts so far:

- 2020.01.15, IHE Europe (Early bird announced)
 - https://twitter.com/IHE_Europe/status/1217378061332746240#
- 2020.01.09, IHE-Europe (Registration is open)
 - https://twitter.com/IHE_Europe/status/1215283874055573506
- 2019.12.23, IHE-Europe (Program is unveiled)
 - https://twitter.com/IHE_Europe/status/1209149509873360896
- 2019.09.18, IHE-Europe (Save the date)
 - https://twitter.com/IHE_Europe/status/1174322685465300992

Mailings

- 2020.01.17, IHE International, IHE News
 - <https://mailchi.mp/ihe/ihe-news-17lsy1h2u3-2819601>
- 2020.01.10, IHE Europe - News Pulse
 - <https://mailchi.mp/ihe-europe/2020-brussels-connectathon-registration-is-extended?e=aed8f60064>
- 2019.12.23, IHE Europe - News Pulse
 - <https://mailchi.mp/ihe-europe/4th-world-summit-programme-unveiled?e=aed8f60064>
- 2019.11.14, IHE Europe - New Pulse
 - <https://mailchi.mp/ihe-europe/ihe-europe-connectathon-2020-it-is-almost-time?e=aed8f60064>
- 2019.10.17, IHE-Europe - News Pulse
 - <https://mailchi.mp/ihe-europe/4th-world-summit-comes-to-the-2020-connectathon?e=aed8f60064>
- 2019.09.17, IHE-Europe - IHE World Summit 2020 - Save the date
 - <https://mailchi.mp/ihe-europe/save-the-date-ihe-world-summit-2020?e=aed8f60064>