eECE 2021

23rd European Congress of Endocrinology

22-26 May 2021

e-ECE Hub Manual

Contents

Dates and Deadlines

Full details can be found in the dates and deadlines spreadsheet which is housed on the [Sponsor and Exhibitor reference page](#), where all deliverables and responsibilities in relation to the event are outlined – please ensure you download this and refer to it regularly. Please also pass it to any agencies with which you are working.

Contact information

Role	Contact Name	Contact number	Email	Company
Sales and Marketing Manager	Victoria Withy	+44 (0) 7761 800855	Victoria.Withy@ese-hormones.org	ESE
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Technical and Online support	Tamara Krönert	+49 1511 8002630	industry@m-events.com	M Events
Event Manager	Gemma Boyd	+44 (0) 1454 642760	ece2021@endocrinology.org	Bioscientifica

Preparing your content

Agenda proposal, review and submission

All proposed e-ECE Hub agendas should be submitted for review by the Programme Organising Committee (POC) **no later than** 11 February 2021. The POC will review all submissions to ensure no duplication of speakers or topics between e-ECE Hub sessions or conflicts with the main scientific programme.

You may begin discussions with speakers prior to receiving POC feedback however please note that **speakers should not be confirmed/contracted** until proposals are fully approved.

All proposals must be submitted via email to ece2021@endocrinology.org, and **must** include the following information:

1. Title
2. Time and date of e-ECE Hub session
3. Speaker name and affiliation (including city and country)
4. If applicable: Additional speaker names and affiliations (including cities and countries)
5. Individual presentation titles and times (if applicable)

Please ensure, when submitting proposals, that you **clearly state who feedback should be sent to** (sponsor contact, agency contact or both) and also who will provide the final sign-off of the programme (if different).

Please note that individuals from the following groups must not be engaged to chair or speak at e-ECE Hub sessions during e-ECE 2021:

- [ESE Executive Committee](#)
- [e-ECE 2021 Organising Committee](#)
- [Focus Area Leads](#)

POC feedback on initial proposals will be returned no later than 12 February 2021 (please note that if the initial submission deadline is missed then POC feedback may be delayed).

Following receipt of POC feedback, final agendas must be submitted **no later than 4 March 2021**.

Please note: Failure to meet this deadline may mean that the session details cannot be included in some scheduled pre-event marketing materials.

Final agendas must include the following information:

1. Title **exactly as you wish it to appear on the event platform/promotional materials**
2. Time and date of e-ECE Hub session
3. Speaker (including city and country)
4. If applicable: additional speaker names and affiliations (including cities and countries)
5. Individual presentation titles and times
6. Detail of which elements will be live and which will be pre-recorded (see 'Format and Technical Specifications' section below)

Compliance

Please Note: It is the sponsor's responsibility to comply with all relevant regulations when delivering content for an e-ECE Hub session. As ESE's Registered Office is in the UK, we advise compliance with the ABPI Code of Practice as a minimum as compliance for e-ECE 2021 is under the UK regulations

Speaker engagement

Speakers may be approached prior to POC feedback being received, however please note that **speakers should not be confirmed/contracted** until POC feedback/approval has been received. **All speaker contracts and expenses are the sole responsibility of the sponsoring company.**

Once the POC has provided feedback on the proposed agenda and speakers, you may confirm speakers. When doing this, please ensure that all speakers are aware of the following in relation to their presentations:

ESE On Demand (www.eseondemand.org), the digital platform where the congress scientific content can be viewed, is being used to run e-ECE 2021. If you have the agreed it as part of your e-ECE Hub package, your presentation will be recorded and uploaded to ESE On Demand and will be available in perpetuity following broadcast at e-ECE 2021. You will have the opportunity to remove any slides (for example, if they contain unpublished data) at the time of the congress and your Faculty's agreement to speak in your session at the congress assumes acceptance of this video-recording requirement.

Format and Technical specifications

Preparation and recording of e-ECE Hub content (including all speaker arrangements) is the responsibility of the sponsoring company. **Should you require assistance for recording your content, this can be arranged with one of ESE's trusted suppliers, however will incur an additional cost (which will be quoted to you directly). Please contact Natalie Dass (ece2021@endocrinology.org) no later than 1 April 2021.**

You will have the option to run your e-ECE Hub session in one of the following ways:

1. Fully pre-recorded plus live introduction/Q&A
When using this format, please ensure you clearly state in your proposed agenda which elements of the session will be live and which will be pre-recorded.

Pre-recorded content can be submitted either as an MP4 file or as a PowerPoint file with audio.

2. Recording your content (MP4 files)
MP4 files allow for 'picture in picture' display as well as in-video branding. The event platform supports MP4 files and these should be created by the sponsoring company/agency.

An individual MP4 file should be provided for **each speaker/talk**. This will enable talks to be searchable within the event platform. So that the technical team has a reference video indicating the order in which presentations should take place, where possible/appropriate please ALSO provide a single MP4 file containing all talks, to the Congress Organiser (ece2021@endocrinology.org).

3. Recording your content (PowerPoint with audio - .pptx files)
Should you be unable to provide an MP4 file OR if you prefer not to run the session through this media, your speakers can also record their own presentations using Microsoft PowerPoint (see 'How to record narration via

PowerPoint' section below). This will not allow for the speaker to be seen however the audio function will enable them to record their talk alongside their presentation slides. PowerPoint presentations should be created in 16:9 format and saved as a .pptx file. A static image of your speaker can then appear alongside the slides during the session, if provided beforehand.

An individual .pptx file should be provided for **each speaker/talk.** This will enable talks to be searchable within the event platform.

Please note: Should you choose to upload your presentations in this way, the image of your speaker will be a static photograph adjacent to your presentation.

How to record narration via PowerPoint (for companies not wishing to produce a picture-in-picture MP4 file)
On opening their presentation, speakers should navigate to the 'Slide Show' menu at the top of the screen. Within this there is the option to 'Record Slide Show'. When ready to record their audio, speakers can select this option and begin to record their narration whilst advancing their slides manually (see image below).
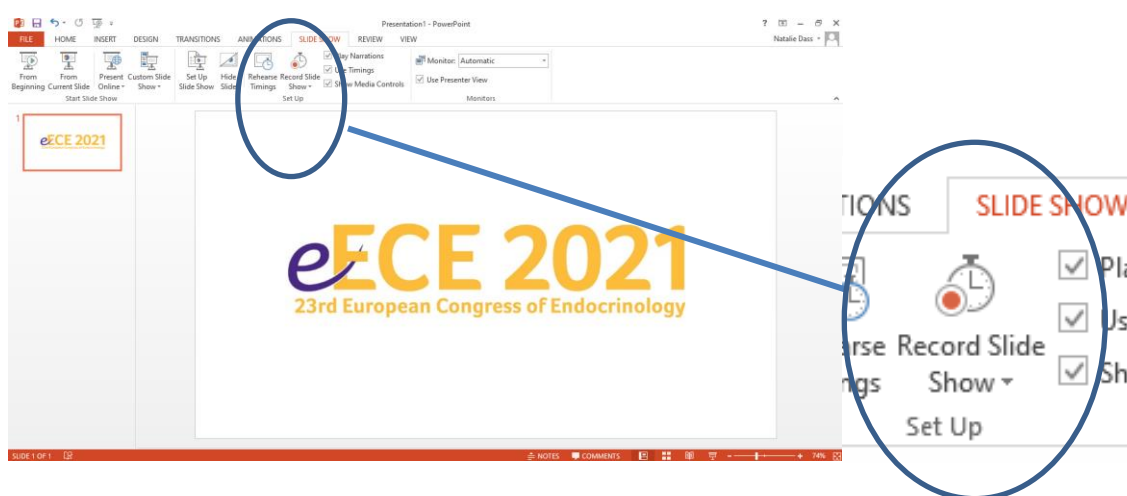
Using this function, speakers can stop/pause/re-record their presentation and listen back to it as many times as they wish, before saving it as a .pptx file.

4. **Slides for use during live introduction/Q&A**
   Should your speakers wish to share slides during the live elements of the session, these will need to be prepared in advance and uploaded to the event platform in the same way as the pre-recorded content. **It is NOT possible for speakers to share slides directly from their personal computer**.

5. **Fully pre-recorded with no live elements**
   You may wish to have all content pre-recorded without the option of live introduction or Q&A. If this is the case, presentations can be recorded as shown above in the 'Fully pre-recorded plus live introduction/Q&A' section. Again, these can be created as either MP4 files or PowerPoint with audio files.

   As noted in the section above, an individual file should be provided for **each speaker/presentation** to aid the platform search function.

6. **Fully live**
   IMPORTANT NOTE: If opting for a fully live delivery of the e-ECE Hub session, you accept the potential risks involved in relation to individual speaker connection speed and quality. While the technical team will do all they can to ensure the smooth running of the session, ESE and the platform provider cannot be held responsible for the internet connections of individual speakers and attendees. We suggest that you have a pre-recorded PowerPoint with audio files loaded into the system as a backup.

Should you wish to hold your session fully live, you/your speakers should prepare slides using Microsoft PowerPoint, with slides in 16:9 format. We strongly recommend that you liaise with your faculty in advance of the session to test their internet speed and quality at the location, and using the equipment, which they will use when presenting live. Note: This cannot be corrected or fixed by the Technical Team running the e-ECE 2021 Platform and is not the responsibility of ESE/ECE, MEvents or Bioscientifica.

Please note that it **will not** be possible for speakers to share presentations directly from their own computers. All presentations will need to be prepared and uploaded to the M Events platform in advance of the session (see details in the 'Slides for use in live presentations' section below).

An individual PowerPoint file should be provided for **each speaker/presentation** to aid the platform search function.

Where speakers are presenting slides at separate points during the session, e.g. as part of an introduction and then later as a presentation, separate files should be provided for each separate element of the session.

Where possible, please advise your speakers to avoid using animation in their slides/slide transitions as these do not always translate through to the event platform. If animation is required, please make the technical team (industry@m-events.com) aware of this once you have uploaded the presentation to the event platform so this can be checked.

Polling /Voting

Polling/Voting is available to those companies which have selected it as part of their 'included value' sponsorship package, or which have purchased the Polling package as an additional item. If you are running both a Satellite Symposium and an e-ECE Hub session, and have selected polling as part of an 'included value' package, then this will only apply to one of your sponsored sessions. Should you wish to include polling on more than one of your sponsored sessions this will need to be purchased as an additional item at an additional cost (please contact Natalie Dass at ece2021@endocrinology.org if you are unsure whether polling is included in your package).

Please note that there can be a **maximum of ten (10)** questions per session. Polling questions should be submitted to ece2021@endocrinology.org for the attention of Natalie Dass, no later than **29 April 2021**.

Polling questions should be submitted in a Word document, with all possible answers clearly displayed. Where there is a 'correct' answer, this should be clearly highlighted on the Word document.

Where polling takes place as part of a live presentation, the technical host should be provided with a clear cue for when the poll should be made live/closed (it may be necessary to brief your speakers on this).

Where polling takes place as part of a pre-recorded presentation, there should be a clear cue within the pre-recorded content for when the poll should be made live/closed. Ideally this will be in the form of a specific slide or image, for example stating 'please vote now' along with the polling question and possible answer.

The polling questions will be displayed underneath the session video as shown in the image below (you may wish to ask speakers to direct delegates to this as part of their presentation). This will also be where the results are displayed.

The questions and responses will be visible for the faculty in their **faculty view** as shown below:

Evaluation

Session evaluation is available to those companies which have selected it as part of their 'included value' sponsorship package, or which have purchased the Evaluation package as an additional item. If you are running both a Satellite Symposium <u>and</u> an e-ECE Hub session, and have selected Evaluation as part of an 'included value' package, then this will only apply to <u>one</u> of your sponsored sessions. Should you wish to include Evaluation on more than one of your sponsored sessions this will need to be purchased as an additional item at an additional cost (please contact Natalie Dass at ece2021@endocrinology.org if you are unsure whether session evaluation is included in your package).

Evaluation questions should be submitted as a word document, via email to ece2021@endocrinology.org, **no later than 29 April 2021**.

Evaluation questions can be submitted with the following formats:

- Multiple choice (one possible answer)
- Multiple choice (more than one possible answer)
- Ratings (e.g. 1 - 5)
- Free text

For rating style questions, please define the scale you would like to use and include any terminology e.g. Rating from 1-5 where 1 = poor and 5 = Excellent.

Evaluation surveys can be branded with your company logo – please specify if this is required.

Please also specify if any job codes or additional information is required on the evaluation survey, and clearly note where this should appear.

Additional requirements

Access restrictions
All registered delegates are permitted access to e-ECE Hub sessions, however it is possible to restrict access based on registration types if necessary.

Registration types at e-ECE 2021 are as follows (please click here to view what is required to become an ESE Member):

- ESE Member
- Non Member
- ESE Member in training/reduced rate
- Non Member in training/reduced rate
- ESE Member Nurse
- Non Member Nurse
- Speaker/Chair
- Exhibitor
- Sponsor
- Press
- Patient Advocacy Group representatives (who are attending the Congress as official representatives of the Group on their booth)

Please contact Natalie Dass (ece2021@endocrinology.org) **no later than 1 April 2021** if you require specific access restrictions for your session. **Note:** restrictions can only be based on registration types.

Patient Advocacy Group representatives have access to e-ECE Hub sessions, unless explicitly excluded by the supporting company.

Only delegates who have registered for e-ECE 2021 will be able to view e-ECE Hub sessions. If you have specific access requirements in relation to company representatives, we will endeavour to support these however this cannot be guaranteed - please discuss these with Natalie Dass **no later than 1 April 2021.** Requests for specific access made after this date are not guaranteed.

Prescribing information
Should you require the inclusion of a link to prescribing information from your e-ECE Hub page/listing please inform Natalie Dass **no later than 1 April 2021**. When doing this, please provide any relevant links or documentation as well as details of how this should be displayed. We cannot guarantee exact replication of requirements however will work with you and the platform provider to ensure compliance needs are met.

Related documents

It will be possible to link PDF documents to your satellite symposium listing. This can be done through the same part of the platform through which you will upload your presentations (see below). Full details on how to add additional documents will follow.

Uploading your presentations

All presentations can be uploaded directly to the e-ECE 2021 event platform. Please see below for details of how to do this.

Should companies wish to adjust presentations following a technical rehearsal, all final materials must be uploaded no later than 24 hours prior to the scheduled e-ECE Hub session time, otherwise MEvents cannot guarantee processing it in time. To ensure that the correct version is in place, please email the file title/version number to Natalie Dass (ece2021@endocrinology.org).

Pre-recorded content

Please refer to the Format and Technical specifications section for details of how to record and save pre-recorded presentations.

Quality checking

Before uploading your presentations, ensure you check all files for audio and visual quality. This should include sound levels and clarity (e.g. check that one presentation is not much louder or quieter than the others) and embedded image quality (ensure that all images included within slides are legible as appropriate etc.) You should have separate files for each speaker/presentation, which should be uploaded one at a time.

Upload process

You must nominate at least one sponsor/agency representative who will be responsible for uploading your presentations (it is possible to grant access to more than one person). The name and email address of your nominated person/people should be sent to Natalie Dass (ece2021@endocrinology.org) **no later than 29 April 2021**.

The nominated individual(s) will have platform access enabled and they will be sent a link via which they will be able to access the e-ECE Hub content management system for their specific session. All speaker presentations will be listed and the individual presentations can be selected and uploaded by following the upload instructions on screen.

Each individual presentation must be uploaded separately against the correct talk title.

Should companies wish to adjust presentations following a technical rehearsal, all final materials must be uploaded no later than 24 hours prior to the scheduled e-ECE Hub session time, otherwise M Events cannot guarantee processing it in time.

Things to look out for

- When uploading a PowerPoint file, try to avoid using animation and slide transitions where possible as these do not always transfer correctly to the platform
    - If animation is required, you can check that this has transferred correctly by clicking on the file link which will appear after you upload your presentation
- If you receive an error message when uploading your file, **do not** try to re-upload but instead contact industry@m-events.com to confirm whether the file has uploaded correctly.
- Check the file after uploading your presentation by clicking the link that will appear once the file is uploaded (it will show as a link with the same title as your presentation/file):
    - Check that all audio is present (this is particularly important when checking .pptx files)
    - Check any animations/transitions (as noted above)

- Check that audio aligns with the content correctly (this is particularly important when checking .pptx files)

Slides for use in live presentations

Please note that it **will not** be possible for speakers to share slides directly from their computer. All slides for use during live presentations must be uploaded to the event platform by **29 April 2021**. Failure to meet this deadline may mean that slides cannot be reviewed during the technical rehearsal.

Technical specifications

Slides should be submitted in 16:9 format.

Animations

As far as possible, animation and slide transitions should be avoided since these do not always translate across to the event platform. Should these functions be required, please ensure that your file is thoroughly checked once uploaded to ensure it is displaying as you/the speaker expects.

Rehearsals

NOTE: Should you wish to adjust presentations following a technical rehearsal, all final materials must be uploaded no later than 24 hours prior to the scheduled e-ECE Hub session time, otherwise M Events cannot guarantee processing it in time.

Booking your rehearsal

Each e-ECE Hub session package includes provision for **one (1)** technical rehearsal lasting a **maximum of 30 minutes**, to take place on the **12, 13 or 14 May 2021**. Additional rehearsals can be requested, however please be aware that booking an additional rehearsal will incur costs for the technician's time, which will be passed on to the sponsoring company/agency. Additional rehearsal times will be subject to availability.

Rehearsals will take place with a member of the technical team and a member of the Congress team on 12, 13 and 14 May 2021. Slots will be allocated on a first come, first served basis. All requests for rehearsals should be sent to Natalie Dass (ece2021@endocrinology.org) **by 1 April 2021**.

Preparing for your rehearsal

The rehearsal time can be used however you wish – if you have specific requirements or elements you would like to view/test please detail these when making your booking.

In order that all elements of the system can be viewed during the rehearsal, it is important that all presentations are uploaded in advance (please note the content upload deadline of **29 April 2021**). It will not be possible to upload content during the rehearsal if you wish to view it during the scheduled rehearsal slot.

Briefing your speakers

It is advisable to invite your speakers to attend a rehearsal in order that they are comfortable with the system access requirements. If you do not wish to involve your speakers in the full 30 minute rehearsal, we would advise inviting them to the second half of the rehearsal session. There will also be detailed speaker instructions circulated ahead of the rehearsal in order that they can familiarise themselves with the platform.

On the day

Session access and management

There are a number of ways in which e-ECE Hub sessions can be accessed and viewed, based on your company requirements:

Speaker access to 'green room'

Speakers will be sent a link through which they can access the 'green room' for the session (speaker links can be sent to sponsor/agency contacts for dissemination if this is preferred – please inform Natalie Dass if this is your preference: ece2021@endocrinology.org). Speakers should access the session a **minimum of 15 minutes** prior to their session start time.

When clicking on their access link, speakers will be taken to a screen which will display a 'Join Meeting' button. On clicking this button, a Zoom window will open, and the technical host will admit the speaker to a Zoom call where they will be able to see and hear the host, the other speakers and any sponsor/agency representatives who have requested access to the green room.

Within this call there will also be a 'preview' window which will allow the speaker to view the presentation as it is broadcast to delegates.

A briefing will be given by the technical host/Congress team member so that all speakers are clear on the requirements of them during the session.

Sponsor/Agency representative access to view session via platform front end

As part of your sponsorship package, you will be granted a certain number of congress registrations (detailed in your Sponsorship Package). Should you require additional registrations to allow access to view **your e-ECE Hub session only** please contact Natalie Dass (ece2021@endocrinology.org) **no later than 1 April 2021** to discuss your requirements. Requests for individual session access received after this date cannot be guaranteed and you may be required to purchase a full event registration.

Sponsor/Agency representative access to 'green room'

We request that a maximum of three (3) sponsor/agency representatives are given access to the green room. This will prevent confusion for the technical host and speakers.

Representatives will be issued with a link to provide them with access to the green room and will be able to access in the same way as speakers (see Speaker access to 'green room' section above).

Lead Retrieval

e-ECE Hub session Lead Retrieval is available to those companies which have selected it as part of their 'included value' sponsorship package, or which have purchased Lead Retrieval as an additional item. If you are running both a Satellite Symposium and an e-ECE Hub session, and have selected Lead Retrieval as part of an 'included value' package, then this will only apply to one of your sponsored sessions. Should you wish to include Lead Retrieval on more than one of your sponsored sessions this will need to be purchased as an additional item at an additional cost (please contact Natalie Dass at ece2021@endocrinology.org if you are unsure whether lead retrieval is included in your package).

Lead Retrieval functionality is provided by M Events. They offer a system which includes:
- A text opt-in/opt-out option for delegates on entering the e-ECE Hub session. Delegates are presented with a 'pop-up' when accessing the session, which asks them whether they agree to share their contact details (as entered when registering for the event) with the individual session sponsor.
- Lead retrieval reports are available to download via the event platform in real time. Contact Natalie Dass if you are unsure how to do this.

Please note that the opt-in text presented to delegates is not customisable.

e-ECE Hub session provider entitlements

The following is the minimum each e-ECE Hub session sponsor will receive:

- One (1) technical rehearsal of MAXIMUM 30 minutes, between 12-14 May 2021 (see Booking your rehearsal section for details of how to reserve a rehearsal time)
- Minimum 15 minute pre-session access for speakers and nominated sponsor/agency representatives to the 'green room', for pre-session preparation and briefing
- Loading of pre-recorded content onto the sponsor online exhibition booth profile (unless otherwise requested)
- Inclusion of the e-ECE Hub session programme on a dedicated industry programme page within the online congress environment and on the e-ECE 2021 website
- Standard technical support throughout preparation, rehearsal and broadcast
- Posting of e-ECE Hub session information on e-ECE 2021 landing page on the day of the session
- Inclusion of e-ECE Hub session details within a minimum of two (2) combined e-ECE Hub programme emails, to be sent out in the month prior to the event (designed and distributed by the e-ECE 2021 team)
- Inclusion of e-ECE Hub session details in a combined Industry Programme email sent out the day before the satellite/e-ECE Hub session is held
- A delegate list (of registered delegates who have opted in to appear on this) sent approximately one month prior to the start of the online congress, and again approximately one week prior to the start of the online congress, as well as a final delegate list one week after the congress. This list will include first name, surname, institution and country but **will not** contain any contact details.

Sponsors must arrange all scientific content and recording of e-ECE Hub presentations, along with all speaker arrangements, including invitations, registration fees, publicity etc., and should meet all associated costs directly.

The content of each e-ECE Hub session is subject to approval by the Congress Programme Organising Committee (POC) – see Agenda proposal, review and submission section for details. Any changes to approved content must be confirmed in writing to the Congress Organiser and may be subject to re-approval.

Compliance

Please Note: It is the sponsor's responsibility to comply with all relevant regulations when delivering content for an e-ECE Hub session. As the ESE headquarters are in the UK, we advise compliance with the ABPI Code of Practice at a minimum.

Registration

Sponsors are entitled to a number of event registrations commensurate with their sponsorship level, as follows:

Platinum Sponsors: Bespoke entitlement (please contact Natalie Dass, ece2021@endocrinology.org to confirm)
Gold Sponsors: 15 full congress registrations
Silver Sponsors: 10 full congress registrations
Bronze Sponsors: 5 full congress registrations

Additional registrations can be requested and invoiced after the event. Should you require additional registrations, **please include invoice details** when submitting your registration form.

All registrations should be submitted using the registration form, no later than **1 April 2021**. Forms received after this date may be subject to a delay in processing.

All invoices relating to additional registrations will be issued within two weeks of the end of the event.

Marketing

There are a number of marketing opportunities available at e-ECE 2021. Any extra activity you wish to carry out must comply with our guidelines regarding content and logo usage. **We would encourage you to be creative with your online content and use this as dynamically as you wish, within the parameters of your contracted support.** Please feel free to contact the e-ECE 2021 organiser (ece2021@endocrinology.org) should you wish to discuss a specific activity.

Points to remember

➢ For the purpose of clarity, we suggest that you include a reminder on all your advertisements, invitations or mailings that the e-ECE Hub session is only open to healthcare professionals who are registered for e-ECE 2021

➢ Please ensure that all advertisements, invitations or mailings relating to your e-ECE Hub session clearly state the following text (or similar): *'A [insert company name] sponsored e-ECE Hub session'*

➢ If required, it is the responsibility of the sponsor to provide participants with a record of participation

It is NOT permitted to use the e-ECE 2021 logo or the ESE logo on any marketing materials connected to the e-ECE Hub session.

Advance marketing

Joint e-ECE Hub session emails

The e-ECE 2021 Organiser will issue joint e-ECE Hub session emails in the month leading up to the event. Each email will contain details of a selection of the e-ECE Hub sessions which will take place at the Congress (exact schedule TBC), followed by a combined email on each day of the Congress containing details of all e-ECE Hub sessions due to take place on the following day. Please note that these emails will only be sent to registered delegates who have opted in to receive e-ECE 2021 programme updates, and/or updates from industry.

Sponsor Spotlight (Gold sponsors only)

Gold sponsors are entitled to include a short 'Sponsor Spotlight' within one of the general pre-event emails to registered delegates. This can be related to the e-ECE Hub session or to the sponsor's overall presence at e-ECE 2021 (e.g. linking to the online exhibit).

Sponsor spotlight text should be 200 words maximum and must be submitted **no later than 1st April 2021**.

Social Media

Sponsors are encouraged to share details of e-ECE 2021 and their participation via social media channels, tagging **#eECE2021**. While we cannot directly post sponsor content from our social media channels, we will be happy to share/retweet sponsor posts in which the above tag is used.

iCalendar reminders

The congress platform will open to registered delegates in advance of the commencement of the scientific programme (exact opening date TBC). Within the pages relating to each agenda session within the scientific programme and the industry programme will be the option to 'add to calendar'. Delegates can click on this and the session will then be added to their personal Outlook calendar as a reminder to ensure that they do not miss the session in question. This functionality will be included as standard across all sessions, including e-ECE Hub sessions.

Online programme

Prior to the launch of the e-ECE 2021 event platform, all e-ECE Hub session details and confirmed agendas will be posted to the e-ECE 2021 website so that delegates can review and plan their attendance. We will endeavour to add details as they are received and all agendas will be uploaded no later than **1 April 2021.**

Urchin Traffic Monitor (UTM)

Sponsors can provide us with a UTM (Urchin Traffic Monitor) code to track clicks from your logo on pre-marketing materials and the event website. Should you wish to take advantage of this functionality, please send your UTM code to Roisin Evans (ece2021@endocrinology.org).

'On site' marketing (Live event days)

Live ticker

Throughout the duration of the event, a live ticker will be visible on the event platform. This will be regularly updated to inform delegates of upcoming sessions and other key congress information. Notifications about e-ECE

Hub sessions will be uploaded to the live ticker immediately prior to the start of the session. These will be written by the e-ECE 2021 team.

Dynamic Company profile/virtual exhibition booths

As an online event, e-ECE 2021 offers a dynamic exhibition space which can be readily adapted and modified before, during and after the event dates. The online exhibition will go live on the platform one day prior to the start of the event and will remain live for seven days after. Content can be changed or updated daily should you wish to do this. It will be possible for you to link to your virtual exhibition booth (if you have booked one) and content from your company social media channels and web pages should you wish to do so – please request a link from Natalie Dass ece2021@endocrinology.org (access will be restricted to registered delegates of e-ECE 2021).

From your exhibit booth you can link to your e-ECE Hub session listing and once your session has taken place, you can link to the recorded content from this section of the booth as well. (Please note that live e-ECE Hub session elements will not be available immediately as will be subject to editing and approval).

You can also include e-ECE Hub related materials on your exhibit booth in order to promote the session, as well as updating the booth with follow-up materials once your session has taken place. **We would encourage you to use parts of your exhibit booth for this purpose, and to ask your e-ECE Hub session faculty to refer people to the booth so as to increase engagement.**

Session branding

You are permitted to include company branding on your pre-recorded e-ECE Hub content/videos as well as any session slides which may be shared during live presentations.

Please note that sponsors are responsible for ensuring that the inclusion of logos and branding in this way complies with their internal compliance regulations.

Dedicated Industry programme page

Within the event platform there will be a page dedicated to the industry programme. This page will be clearly linked on the e-ECE 2021 platform landing page and will contain details of all sponsored sessions, listed in date order.

Each e-ECE Hub session will then have a dedicated page detailing the agenda and speakers, including speaker biographies and photos as well as session abstracts (if applicable).

Content tagging

e-ECE Hub sessions can be tagged based on Focus Area to allow delegates to easily identify sessions of interest through the platform search function.

Post-event marketing

ESE On Demand

All e-ECE Hub session recordings will be available on the event platform for seven days following the close of the scientific programme. Following this, the content will be moved across to ESE On Demand and will remain there in perpetuity (if the ESE On Demand package has been selected by the sponsoring company). Post event communications will be issued regarding all event content moving to ESE On Demand, including e-ECE Hub sessions.

e-ECE Hub Session Schedule

During e-ECE 2021 there will be up to three (3) parallel sessions at each allocated e-ECE Hub session time. All e-ECE Hub sessions will be allocated a maximum of 30 minutes including Q&A.

Morning sessions on Main Scientific Session days

- Monday, Tuesday & Wednesday

- 0700-0730 CEST OR 0730-0800 CEST

Details of booked sessions will be available on the e-ECE 2021 website once bookings are confirmed.

Cancellation of Contracts and Agreements

Refer to e-ECE 2021 Supporter Contract.