

# ESGO education: Training the next generation

ESGO, Europe's leading non-profit gynaecology oncology society, strives to improve gynaecological cancer care by providing training standards, educational opportunities and breakthroughs in the prevention, treatment and study of gynaecological oncology. ESGO is seeking to expand the reach and impact of its excellent educational resources by partnering with a limited number of companies who share ESGO's commitment to educational excellence. Whether you invest and become a full ESGO Education Partner or support one of the activities, you will be investing in the education of the next generation; ESGO will re-invest your contribution back into education, with the aim of getting CME accreditation for ESGO educational content.

## ESGO Education Partners

ESGO is offering the unique opportunity to be recognised as an ESGO Education Partner. All partners contributing over €15,000 in one year or €25,000 over two years will be acknowledged as an ESGO Education Partner.

### ESGO Education Partner - benefits:

- Train the next generation; your contribution will be re-invested by ESGO with the aim of getting CME accreditation for ESGO educational content: partner with ESGO to improve women's health
- Acknowledgment of ESGO Education Partners on the ESGO website, specifically;
  - In the "Education" section on a separate "ESGO Education Partners" page
  - Official ESGO paragraph acknowledging the contribution of Partners
  - Company name and corporate logo with embedded web-link to corporate website
- Permission to use the term "ESGO Education Partner" with prior sight by ESGO
- Annual ESGO Education Report; Education review detailing successes and emerging trends
- Multiple but limited partnerships limited to ten partners in any one year; preserving ESGO's scientific independence and recognising the contribution of ESGO Education Partners
- Can host a banner advert on corporate website for ESGO Congress/Education/Membership
- Press release on agreement of the partnership
- All of the benefits associated with supporting the particular educational activity

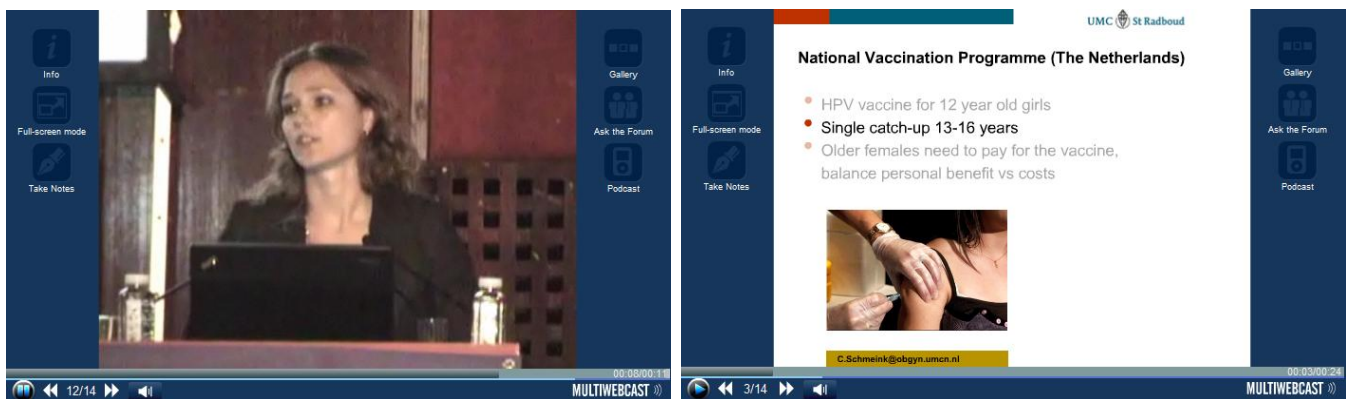
### Examples of contributions that would qualify could include:

1. Support any of the following educational activities with a contribution of €10,000 + €5,000 upgrade to ESGO Education Partner status: ESGO textbook, e-series, video library and workshops
2. Support the webcasting of ESGO17 in Milan with a contribution of €15,000
3. Publish your ESGO17 symposium webcast on the ESGO website with a contribution of €15,000



## Webcasting – extending the impact of educational meetings

The opportunity to support the webcast recording of the scientific [programme](#) at ESGO17 Milan, September 2011 will allow partners to connect with ESGO members each month throughout 2012 as the content is released. Presentations by internationally renowned speakers will be made available to watch online or to download as podcasts. The 91 sessions recorded at ESGO 15 and ESGO 16 have been watched thousands of times by ESGO members and their gradual release over the course of each year has driven ESGO membership. The animated presentations - complete with the speaker's laser pointer - can be accessed online and can even be download to an iPod so medical professionals can learn while travelling.



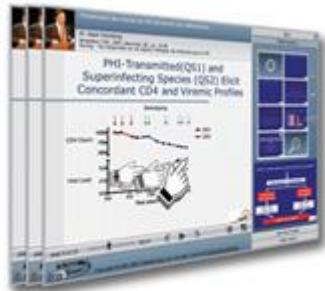
### ESGO webcast supporter - benefits:

- For a contribution of €15,000:
  - Qualify to be acknowledged as an ESGO Education Partner
    - Train the next generation; your contribution will be re-invested by ESGO with the aim of getting CME accreditation for ESGO educational content: partner with ESGO to improve women's health
  - Multiple but limited supporters; limited to 3 supporters in any two year congress cycle
  - Sponsor acknowledgment slide during congress session and in online webcast
  - Acknowledgement in monthly e-newsletter to 1600+ members ("What's on @ESGO")
  - Acknowledgement in monthly e-newsletter to 1600+ members ("ESGO Webcast Update")



# Webcasting Satellite Symposia – reach a wider audience

If your company is holding a Satellite Symposium at ESGO17 Milan, September 2011 you can reach a wider audience by webcasting your symposium using state-of-the-art webcast services provided by MULTIWEBCAST:



Reproduced laser pointer



Pre and Post Animated Quizzes



iPhone and iPad compatible

In addition to state-of-the-art webcast technology MULTIWEBCAST have 10 years of experience in working with industry, whether it is managing speakers permissions, transcription of content and audience questions or generation of highlights, MULTIWEBCAST will work with you rather than for you.

## ESGO17 Milan satellite symposium supporter - benefits:

ESGO can provide a range of options for your company to reach a wider audience

- For a contribution of €15,000:
  - State-of-the-art webcast technology to record and publish your symposium
  - Qualify to be acknowledged as an ESGO Education Partner
  - Publish your ESGO17 satellite symposium webcast through banners on the following sites
    - ESGO website [esgo.org](http://esgo.org) on a dedicated page for satellites
    - ESGO 17 meeting website
  - Publish the webcast on your company intranet with Secure access protocol for users
  - Link to your symposium on [esgo.org](http://esgo.org) in a monthly e-newsletter to 1600+ members
  - Acknowledgement in monthly e-newsletter to 1600+ members (“ESGO Webcast Update”)
- Alternatively choose to distribute through options B or C below

Webcasting Satellite Symposia - distribution options	Option A: €15,000	Option B: €12,500	Option C: €10,000
Qualify to be acknowledged as an ESGO Education Partner	✓		
Publishing on ESGO website <a href="http://esgo.org">esgo.org</a> on a dedicated page for satellites	✓		
Publishing on ESGO 17 meeting website	✓	✓	
Link to symposium in a monthly e-newsletter to 1600+ members	✓	✓	
Acknowledgement in monthly e-newsletter to 1600+ members	✓	✓	
Publish the webcast on your company intranet	✓	✓	✓



# Official ESGO Textbook – 2nd edition

With a print run of 2000 in two reprints the 1<sup>st</sup> edition was well received by professionals in the field of gynaecological oncology; it was widely adopted by teaching professors and students and was received with critical acclaim from KOL's. The textbook of 600 pages of high quality content authored by the leaders in the field was distributed at congresses, biannual meetings, workshops and ESGO endorsed meetings. The 2<sup>nd</sup> edition will be published in 2011 with revisions and extensions to all chapters, the latest data from ongoing research trials and with several new authors, including emerging authors in the field. The textbook will be distributed to 2000 professionals at ESGO17 Milan, September 2011 and other ESGO meetings in 2011 and 2012. There are several unique features:

- Pros vs Cons chapters - two leading authors argue both sides of a controversial issue
- Multi centre trials chapter – comparing US and European results
- In depth surgical focus chapters on specialised techniques written by top specialists
- Supporters chapter with free choice of topic and author

## ESGO textbook supporters - benefits:

- For a contribution of €10,000:
  - Supporters have the opportunity to enter a peer reviewed scientific article/chapter that is subject to approval from the editors and can insert one full page educational advert
  - Multiple but limited supporters; limited to 5 supporters per edition
  - Chapters (and adverts) are at the end of the textbook (before the index) and the section is clearly marked and differentiated from the rest of the content both visually and with clear acknowledgement (in both the preface and the specific section) that your company is an educational partner of ESGO who has supported the cost of the textbook
  - Opportunity to give contacts an individual membership of ESGO that includes a copy of the textbook; this membership would be at the congress special offer price of €100
  - Acknowledgment of contribution on the ESGO website, specifically your company name in the "Support" section on the "ESGO Friends" page
  - Acknowledgement in monthly e-newsletter to 1600+ members ("What's on @ESGO")
  - Opportunity to become an ESGO Education Partner for an additional €5,000



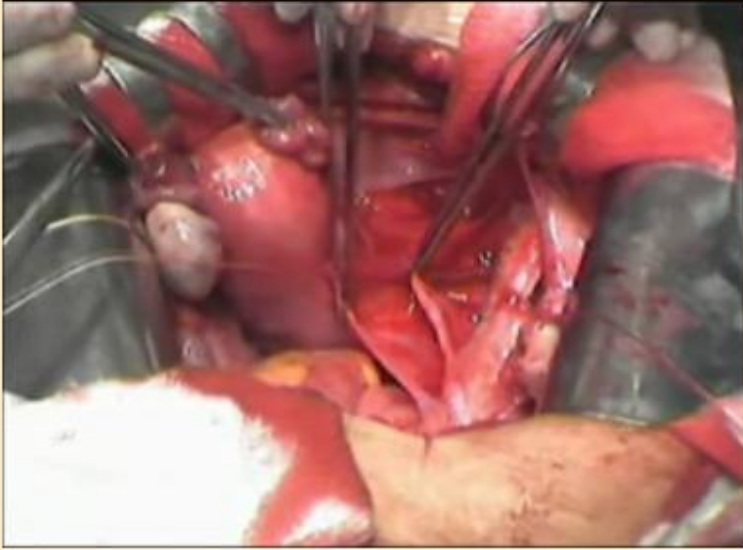
## ESGO video library – surgery education on demand

The ESGO video library is a unique collection of videos showing 25 detailed surgical procedures with 4000 views to date. With excellent quality recordings, detailed commentary from leading surgeons and a discussion forum for each video the library is an invaluable online resource for ESGO members. In 2011 up to 20 new videos will be added to the library over the course of the year, more details are available on request.

**The nerve sparing radical hysterectomy**

Category: radical hysterectomy/trachelectomy  
Author: Alejandro Soderini  
Length: 5:32  
Number of views: 94x

Anatomical and surgical consequences of nerve sparing technique - illustration using sharp dissection.



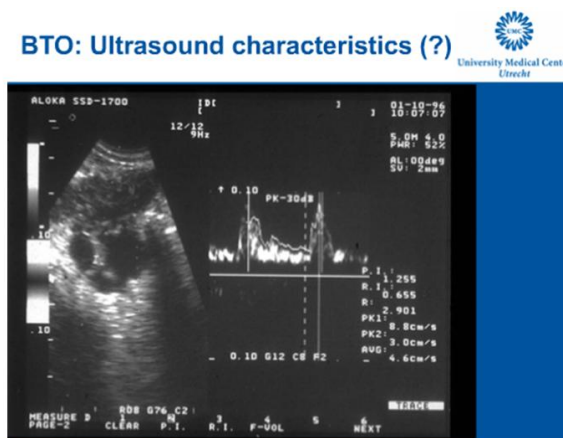
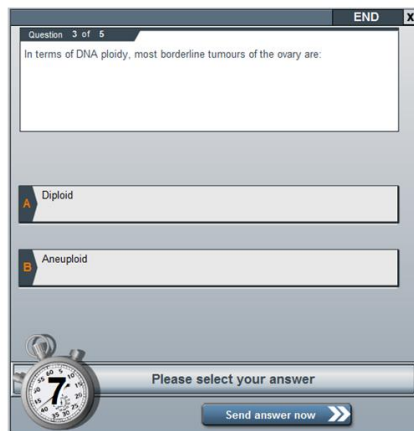
### ESGO video library supporters - benefits:

- For a contribution of €10,000:
  - Acknowledgment of contribution on the ESGO website, specifically your company name in the “Support” section on the “ESGO Friends” page
  - Multiple but limited supporters; limited to 3 supporters in any two year congress cycle
  - Opportunity to convert into DVD for distribution to attendees at ESGO17 from your stand
  - Acknowledgement in monthly e-newsletter to 1600+ members (“What’s on @ESGO”)
  - Opportunity to become an ESGO Education Partner for an additional €5,000

## e-series – exclusive presentations by ESGO experts

The first e-series in 2009 featured eight specialised topics addressing issues of clinical importance in gynaecological oncology, generating over 2000 website visits and over 44,000 slide views. Each topic has a pre-test and post-test. These expert sessions form an essential educational tool for members of ESGO; the average time spent on each presentation was 26 minutes. A new series is planned for 2011 and the following topics will be released throughout the year:

- Surgery for ovarian carcinoma: minimal requirements for debulking and staging- R. Verheijen
- How do I manage a young woman with borderline ovarian tumour? - P. Morice
- Postgraduate education in surgery - D. Cibula
- Post operative treatment following Wertheim's hysterectomy for cervix cancer - N. Reed
- Endometrial cancer : the role of presurgical staging in the treatment policy - P. Zola



### ESGO e-series supporters - benefits:

- For a contribution of €10,000:
  - Acknowledgment of contribution on the ESGO website, specifically your company name in the “Support” section on the “ESGO Friends” page
  - Multiple but limited supporters; limited to 3 supporters in any one year
  - Opportunity to run a competition from your stand at ESGO17 for attendees to win all ESGO e-series presentations on an iPad(s)
  - Sponsor acknowledgment slide in online webcast
  - Acknowledgement in monthly e-newsletter to 1600+ members (“What’s on @ESGO”)
  - Opportunity to become an ESGO Education Partner for an additional €5,000



## Workshops – improving patient care quality in Europe

ESGO is improving the quality of patient care in Europe by paying special attention to regions where facilities and education are lacking. Workshops on Gynaecological Oncology are organised in European lower-income countries in close cooperation between ESGO and a local partner. ESGO enhances these programmes by bringing leading European speakers to the workshops to spread and share knowledge with local audiences.

Each year several workshops take place across Europe and to date 6000 people have benefited from this training in 22 countries. Between 50 and 200 people attend the workshops and in 2011 workshops on colposcopy (Belarus in October) and ovarian cancer (Poland in November) are scheduled, full details are available on request and more workshops will be announced during the year.



ESGO Vice President Dr. Nicholas Reed leading an ESGO workshop in Moldova

### ESGO workshop supporters - benefits:

- For a contribution of €10,000 per workshop:
  - Acknowledgment of contribution on the ESGO website, specifically your company name in the “Support” section on the “ESGO Friends” page
  - Multiple but limited supporters; limited to 3 supporters per workshop
  - Acknowledgement in monthly e-newsletter to 1600+ members (“What’s on @ESGO”)
  - Two delegate spaces
  - Option to host refreshment breaks
  - Option to host faculty dinner
  - Sponsor’s logo on all signs and materials of all workshops
  - Sponsor’s logo and acknowledgment on mailing to participants to all workshops
  - Reciprocal website links and opportunity to promote activity on partner website and communication channels
  - Copy of participant follow-up survey results
  - Opportunity to become an ESGO Education Partner for an additional €5,000

To discuss this opportunity please contact: Tom Eeles | +41 22 908 0485 (485) | [fundraising@esgo.org](mailto:fundraising@esgo.org)

