Participation, activities and communication results at

13.º Congresso Português do AVC

[31 Jan, 1-2 Feb 2019 | Oporto, Portugal]
13º CONGRESSO PORTUGUÊS DO AVC
31 de JANEIRO
1 e 2 de FEVEREIRO
2019
PORTO

Scientific Supporters:
Introduction

- The Portuguese Stroke Society organizes, every year, a meeting to health professionals involved in the approach of patients with stroke, from the acute phase to rehabilitation.

- Organized since 13 years ago, the event brings together national and international experts in Neurology, Internal Medicine, Intervention Neuroradiology, Cardiology, Physical Medicine and Rehabilitation, as well as other professionals such as nurses, physiotherapists, cardiopneumologists, speech therapists, occupational therapists, among others.

- From year to year, the Congress is growing in the number of participants, number of works presented and their quality.
Congress Overview (2019)

+ 900 participants
34 Oral Communications
7 Clinical Cases
64 Posters
10 Conferences
6 Thematic Sessions
4 Oral Communications Sessions
Congress Overview (2019)

8 invited international experts

+ 80 national experts involved in the scientific program
Congress Overview (2019)

Panel of international speakers at our Congress:

Antoni Davalos
Didier Leys
Anne Joutel
Marta Rubiera
Mauro Zampolini
Peter Rothwell
Sarah Pendlebury
Valeria Caso
Congress Overview (2019)

1. Stroke Course (in acute phase) with 70 participants
2. Information session open to general public
Mascot Launch

• During the event, SPAVC officially launched a brain-alike mascot (named Neuron), to surprise the participants and to cheer up the atmosphere of the Congress.
Digital communication and live sharing

- During the Congress, SPAVC shared, through its social networks (Facebook, Twitter, LinkedIn, and Instagram), information about 13.º Congresso Português do AVC, ongoing and scheduled sessions, live photographs, among others.
Media communication

- SPAVC sent 4 Press Releases about the Congress from December to February, announcing the congress program, the stroke course and the session open to the public. The information was sent to national media, focusing on health media, but also including television, radio, print and online formats, both general and local media.
Media communication

• As a result of this intense communication with the media, we had 6 invitations to participate in television programs to talk about the Congress, including the presence of TV channels reporters in our Congress, to cover some sessions and interview national experts.
Media communication

- A important number of news (37) have also been published in print and online media, both specialized in health issues and general or regional ones.
Media results overview

4 Press Releases
6 TV participations
37 News published
37 (total)
43 Congress references in Media

We linked some news in our website at “Press archive”
Access the platform here.
Local reporting and content production

• During the Congress, our reporting team did the **photographic report** of the multiple sessions in the scientific program, as well of the stroke course and the session for population.

• The result of this permanent photographic report on-site is a total of **482 photos taken and uploaded** to the respective **photo albums created on SPAVC's social networks**.
Local reporting and content production

482 Photos published online

Link to Photo Album | Congresso Português do AVC
Link to Photo Album | Stroke Curse in acute phase
Link to Photo Album | Informative session open to population
Local reporting and content production

- The report also included **recording interview videos to some experts** during the congress, where they summarized their interventions in the scientific program.

- **Six videos** were recorded and edited, one of which is a Best Of the Congress, with general images of the conference that show the huge participation we reached this year. The videos were **uploaded to the SPAVC’s youtube channel** and **shared through social networks**.
Local reporting and content production

Interview links:
Interview to Prof. José Castro Lopes
Interview to Prof. Luís Ruano
Interview to Prof. António Sousa Pereira
Interview to Profs. Pedro Cantista and Mauro Zampolini
Interview to Dr.ª Sandra Alves

Congress Best of Video

6 videos published online

click the button to play the video
Local reporting and content production

- SPAVC edited and produced the Official Journal of the Congress distributed on the second day of the event, with the coverage of scientific sessions during the first day and interviews/articles with other experts announcing next days topics. The publication also includes the digital edition, uploaded on SPAVC's website and shared through social networks.

+500 copies printed and distributed

Access the digital edition here.
Local reporting and content production

- SPAVC also published online other two editions with articles and information about the Congress:
  - The Congress Book, with the summary of presentations.
    
    Access the digital edition here.
  - The Course Book, with the main topics discussed at Stroke Course.
    
    Access the digital edition here.