

# 13.º CONGRESSO PORTUGUÊS DO AVC



## RESULTS REPORT

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Participation, activities and communication results at

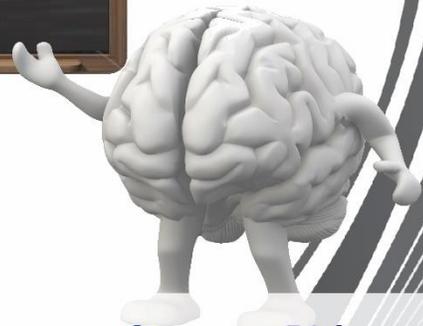
**13.º Congresso Português do AVC**

[31 Jan, 1-2 Fev 2019 | Oporto, Portugal]

# 13º CONGRESSO PORTUGUÊS DO AVC

31 de JANEIRO  
1 e 2 de FEVEREIRO  
2019

PORTO



INSTITUTO DE NEUROLOGIA



World Stroke  
Organization



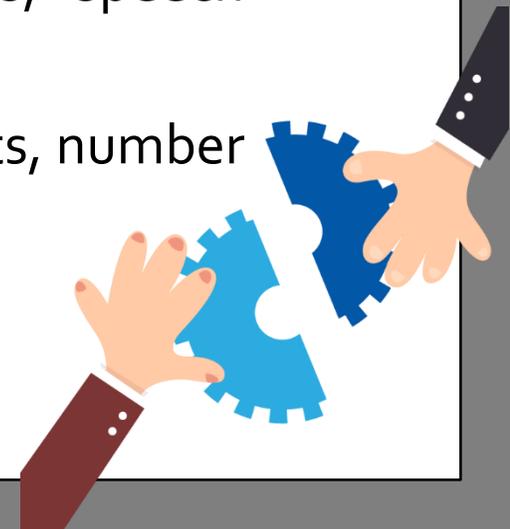
ESO  
EUROPEAN STROKE  
ORGANISATION

## 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
- 1 Information session open to general public



# Mascot Launch

- During the event, **SPAVC** officially launched a brain-like 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.



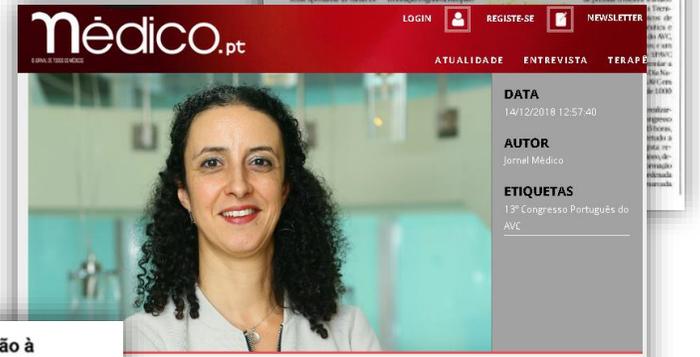
# Media communication

- 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

(total)

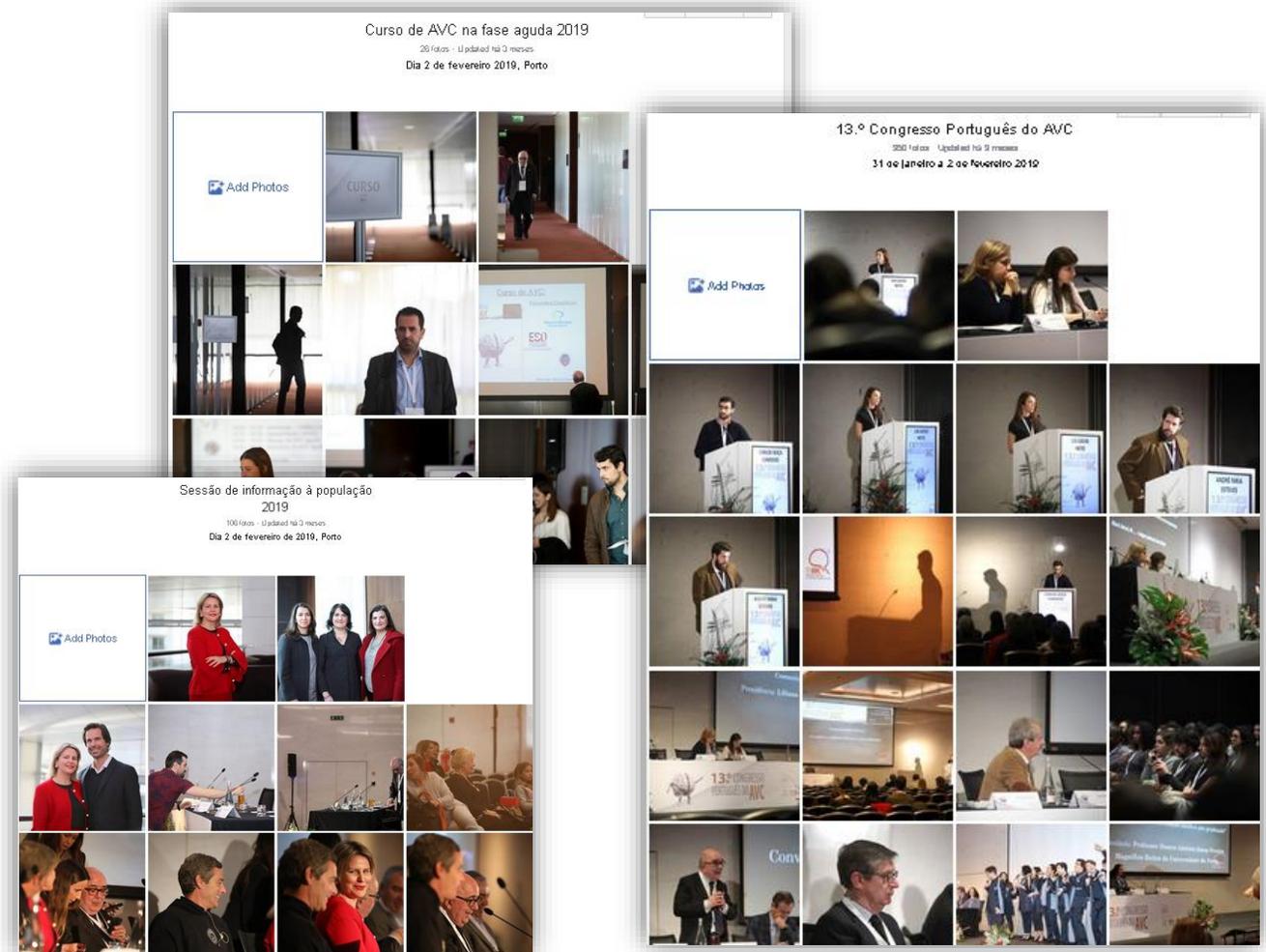
43 Congress references in Media



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**.



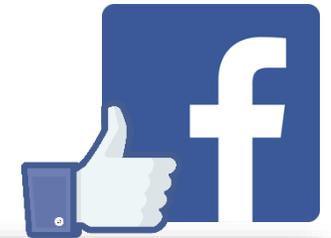
# Local reporting and content production

482 Photos published online

Link to Photo Album | [Congresso Português do AVC](#)

Link to Photo Album | [Stroke Curse in acute phase](#)

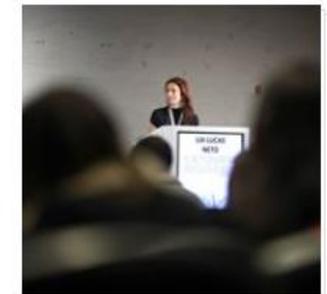
Link to Photo Album | [Informative session open to population](#)



Curso de AVC na fase aguda  
2019  
26 fotos



Sessão de informação à  
população 2019  
106 fotos



13.º Congresso Português  
do AVC  
350 fotos

# 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**.



13.º Congresso Português do AVC | Entrevista Prof. Castro



13.º Congresso Português do AVC | Entrevista Prof. Luís



13.º Congresso Português do AVC | Entrevista Dr.ª Sandra



13.º Congresso Português do AVC | Entrevista Prof.



BEST OF | 13.º Congresso Português do AVC - SPAVC



13.º Congresso Português do AVC | Entrevista Prof. Pedro

# 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.<sup>a</sup> Sandra Alves](#)

[Congress Best of Video](#)



6 videos published online

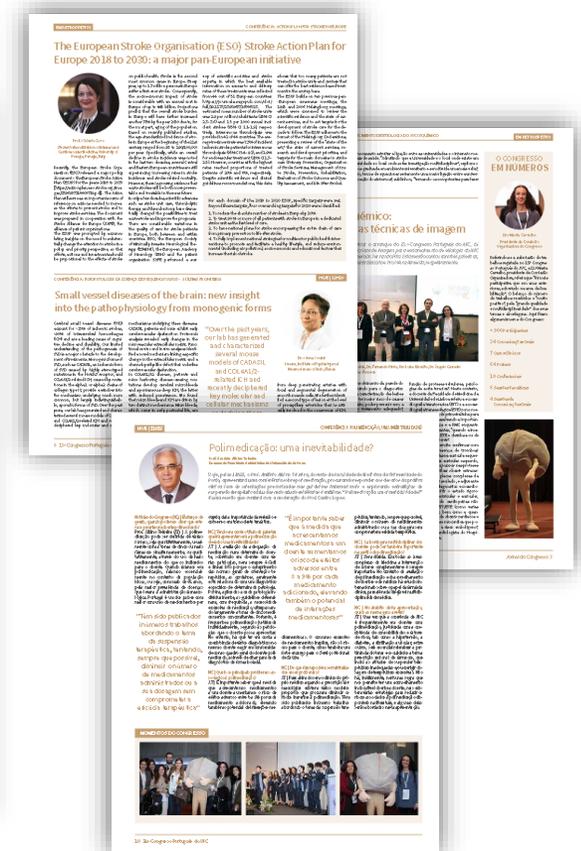


*click the button to play the video*

# 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.](#)





**THANK YOU FOR THE SUPPORT**