Medical Events Guide

Media Partner Guidelines

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Revision History

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NOTES:

1. Revision Rules:
   - Decimal revisions (0.x, x.x) indicate work-in-progress 0.1, 0.2, 0.3, ...x.2...x.9..
   - Integer revisions (x.0) indicate an approved baseline document: 1.0, 2.0, 3.0, x.0.
   - Alpha revisions (A, B, C etc.) can be used for non-I/A documents.

2. The File Properties REQUIRING update prior to check-in are:

   Summary Properties
   - Subject
   - Version No.
   - Comments

   Custom Properties
   - Owner
   - Document Code
   - Meta Code
   - Document No.
   - Tags

3. Project teams can add Main section or sub sections and even Appendices if required. In no case should the main sections defined in the current template should be deleted. Do not delete inapplicable sections from this document. Instead, indicate it is not applicable or NA.
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About Medical Events Guide

Medical events guide(MEG) is a platform that serves as a guide for trusted information about healthcare and medical events happening worldwide. We not only provide a trusted source for all interested parties to access information about Medical Expos, CME meetings and Conferences, but also a place for doctors, medical professionals, healthcare investors, device manufacturers, event organizers and venues to interact with each other. Thus providing a platform for the entire medical industry to come together at one place to connect with, learn from and enrich each other.

Our Vision:

At Medical Events Guide, we believe that each event is unique, with its own objectives and challenges. Achieving brand awareness is one of the biggest challenge in healthcare industry. But with the help of our platform we ensure that event organizers can easily win this challenge and showcase their event’s details to the right audience.

By carefully helping medical companies and doctors access the right events for their selected preferences, MEG wants to ensure that events have the maximum coverage and impact on audiences.

Let the world know about your Event:

Email prachi.gaikwad@medicaeventsguide.com
Media Partner Offerings

Medical Events Guide's honest attempt to be a good media partner for you is not about what it is, it's about what it can do for you.

Listed below is the list of complementary services we provide to organizers to help promote their event. At the end of this document, we have also listed a set of paid services which you can opt for.

1. Social media promotions based on Plus91's social marketing algorithms on Twitter, "with results". These promotions will be done pre-event, during-event and post event. These are different from the usual run-of-the-mill promotions done by most agencies by virtue of the process we follow and the results they achieve as you can see from the Appendix at the end of this document.

2. Curate/Create a list of socially active exhibitors and attendees for the event and include them in conversations to create interactions within them.

3. Help in identifying a Hashtag for the event. We also pick the list of associated hashtags which will help in promoting and curating additional content for the events promotional activities on social media.

4. We also create a few graphics for social promotions. Any text and graphic is carefully created with great thought going towards achieving the results to ensure that the brand grows on social media.

5. Our Newsletter with upcoming events listed on Medical Events Guide is sent to an opt-in subscriber base of more than 80,000+ medical professionals. Besides listing the upcoming events, we showcase our partner events to subscribers who match the specialization and topic of interests associated with them.
6. Personalized event mailers sent to a subset of over 2,40,000 medically inclined professionals (for e.g. doctors, researchers, hospital administrators, health officials, device manufacturers, etc.) based on their preferences shared with us.

7. Create Event profile page on Medical Events Guide which gets shared with medical professionals via numerous newsletters. Medical Events Guide, while new already has excellent SEO and profile pages will start showing up within days of being setup on Google and Bing.

8. Create Twitter cards on the Medical Events Guide Platform.

9. Medical Events Guide Facebook page promotions by providing linkage with the organization and venue Facebook page in case they exist. Our Facebook page is new but is highly active with growing number of followers on weekly basis.

10. Event showcase on Medical Events Guide under the specialization directory, organizer list and featured section.
Appendix

1. Retweets statistics:

For all events we create twitter promo cards on Twitter. Regularly, these do extremely well. Here in the first picture, we see an event promoted in far away markets instead of the local areas where the event would take place, and we generated a reasonably good count of impressions.

In the second example, the impressions that we got for one tweet for this event was 682, however we were able to get a larger amount of interactivity on the graphic both in terms of likes and retweets.

Like these, we do tweets before, during and after the event so that people are not only aware about your event throughout the event period, but also can participate by asking questions as well as providing feedback.
2. Hashtags

Our use of hashtags in all social conversations around your event are tailored for maximizing the reach and visibility. In the next section in this appendix we have an explainer on the what and why of hashtags with regards social media.

3. Hashtags Explained

When a Twitter user clicks on a hashtag, it goes to the stream of tweets containing that hashtag. This is how you find things on Twitter by topic. The idea behind hashtags is to get people using the same one when talking about a specific topic.

For example, when you search for the #DenTech, you a list of all the conversation going in regards to the event.
4. Using Plus91 and Medixcel to help promote the event.
Take a look at the example below which shows how effective our digital presence is when we get tagged in tweets. The number of likes were 38 with retweets 31.

5. Expertise in to Health IT, Healthcare Analytics and Social Media in Healthcare

Not only do we promote medical events but we ourselves are participants in many, and our top management are themselves renowned speakers being experts in their own fields.
6. Facebook event posts

As the largest social network in the world, Facebook has more than 1.23 billion active users, 62% of whom log in on a daily basis. We make use of this effective platform to showcase your event.
7. Twitter Cards

Our beautifully created Twitter cards which contains all the important information about your event.

Connect with the right people and fast track your business development at

Algeria Health Exhibition and Conference

Date: 4th Dec - 7th Dec 2017
Venue: Palais des Expositions, SAFEX, Algiers, Algeria
8. Newsletters

Our monthly newsletters are subscribed by more than 80,000 medical professionals. The newsletters play an important role in sharing your events information. The events that are shared are based on the queries that we receive from the medical professionals as well as the events that are shared to us by the event organizers.
9. Twitter List

A Twitter list is a curated group of Twitter accounts. **Interacting with influencers within the areas of interest is key to the success of any modern marketing initiative.** And Twitter Lists provide a great way to keep track of important players.

Listing influencers helps block out the noise that distracts one from seeing important tweets from them -- and also in helping create interactions with them at the most opportune times.

For people involved in events, adding the people you meet at event or people who are speaking about your event helps you continue build relationships with these contacts even after the event is over, making it easy to communicate with them in the future.

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**Bioinformatics** by Hakan Suren
#Follow who are mentioning #bioinformatics on their tweets.
5003 Members

**Foresight Professionals** by David Stehlik
3748 Members

**Top Nigeria Health**
4606 Members

**医药展** by Yungang Zhang
29 Members

**Arab Health Friends** by Grattom Dubai
1927 Members

**Caring Cloud - HCsm** by CaringCloud
747 Members

**HIMSS17** by HealthCareIT Experts
4899 Members

**Healthcare Tech** by Black Book Research
142 Members

**Digital Transformation 15** by Anand Akela
4848 Members
10. Conversation Creation and bringing in event visitors

Creating conversations is the soul of social media. Our twitter strategy is built around trying to create conversations and opinions to ensure that the event becomes talked about in the digital world by as many different people as possible.
Optional Paid Services

Along with the services mentioned above, we also offer other services which are chargeable, optional and customizable on a case-by-case basis. If interested in availing of these, you can simply speak to our team at any point of our engagement.

1. Mobile Friendly Pre and Post event surveys created and executed via Email, Social Media and WhatsApp

2. Creation of Customized Banners for Exhibitor/Speaker Websites and other Social Media accounts with their attendance/booth information/other details.

3. Customized Event App

4. Website for your Event

5. SMS Campaigns

6. E-Mail Campaigns for the Event as also for Exhibitors/Speakers

7. Customized social media strategy creation beyond the complementary scope is offered as an option to buy for any event for which we are media partner at significant discounts.
About Plus91

Plus91 Technologies is a Healthcare Technology Company. We create and implement a healthcare platform which includes Electronic Medical Records, Laboratory and Hospital Information Management Systems, Disease Management Systems, Disease Surveillance Systems, Healthcare Analytics and Healthcare Marketing products. Our products are used in Clinics, Labs, Hospitals and Wellness Organizations. We sell directly to Private organizations as well as do state and nationwide rollouts for Ministries and NGO's.

We strategize and manage Digital Marketing Solutions for Healthcare Providers and Healthcare value chain stakeholders.

Plus91 has for over 10 years built Healthcare IT Products and Projects and supported Digital Marketing Services. Our core-team of technology consultants, developers, testers, project managers and designers have extensive experience in understanding Healthcare requirements and mapping them to technology paradigms.

Plus91 and its Leadership is considered influential in the Digital Health IT space and is seen as a leading innovator internationally. We have been active in India, Middle East, Africa and the United States. We love to collaborate with local stakeholders and improve healthcare delivery systems all over the world.