

# WORLD GYNECOLOGICAL ONCOLOGY DAY SEPTEMBER 20<sup>TH</sup>



# GO for...

# What is GO Day?

September 20<sup>th</sup> will be celebrated as  
**World Gynaecological Oncology Day**

22 NGOs mostly from Europe, USA and Asia  
will organize various events on Friday, September 20<sup>th</sup>.

Health care professionals and patients or relatives of  
patients will be engaged in a **sports event** against  
gynaecological cancer.



# What Kind of Campaigns on GO Day



Digital Media Activities



Sports Event: A Game Against Cancer

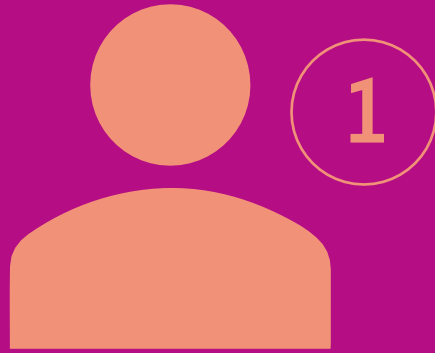


Conventional Media



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# What Are We Aiming for...



## BE AWARE

We will reach people by various channel and inform them about gyn cancers.



## MAKE YOUR NETWORK AWARE

Activities will automatically encourage people to get their network involve in campaign.



## TAKE ACTION

People will have tasks like "get vaccinated, get PAP smear test, go to doctor" etc.



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# Target Audience



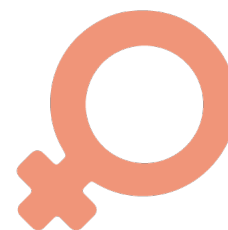
General Public



Health Care  
Professionals



Government /  
Policy Makers



Women and  
Friends / Families



Patient  
Advocacy Groups



Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Georgia, Greece, Hungary, Ireland, Israel, Italy, Latvia, Macedonia, Poland, Portugal, Romania, Serbia, Spain, Sweden, Switzerland, The Netherlands, Turkey, UK



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# Main Messages

## Awareness

All women have risk of gynaecological cancers.

You can reduce your risk with a simple test and regular check up and prevent it by vaccination.

GOfor examination!

## Make Your Network Aware

Use our motto "GOfor..." and share with your friends

Reach as many people as possible

Fill "GOfor" with anything you want

## Take Action

Go to doctor and take your examination today.

Convince a friend for PAP-Smear test today.

Ask your doctor.

Know more spread more.

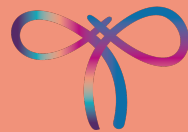


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# A Game Against Gyn Cancers

We are scoring against  
cancer, we want to beat  
cancer.

Lets **GO**for a win!



**GO** for...

# Survivors ~~Vs~~ With Health Care Professionals

On September 20<sup>th</sup> survivors, caregivers and HC Professionals will meet in a [basketball/volleyball/soccer](#) game with attendance of our volunteers from professional sports club.

[A symbolic game against gyn cancers.](#)

Survivors don't need to play, they can also cheer for HC Professionals. An other option players can wear shirts with survivors' name printed on.

[Each country organize their own game.](#)

[The match will be held in a closed hall.](#)

[They will play together not against each other.](#)

[They will wear campaign t-shirts during the game.](#)



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# Digital Media Plan



Detailed digital media plan will be shared upon request.



# Social Media



@WorldGODay



@WorldGODay



@WorldGODay

We have 3 major social media channels to produce content and share.  
Usage habits of these 3 channels varies from country to country.

Ad locations and targeting will be decided based on country analysis files and predictions.

Contents will be created in perspective of engagement.  
Each social media channel has its own style of content.  
Contents will be prepared appropriately for all channels.



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# Hashtags

**#GOfor**

**#GynOncology | #ovariancancer | #vulvacancer |  
#uterinecancer | #cervicalcancer | #vaginalcancer**

Our main hashtag will be **#GOfor** because it's open to engage followers. They can produce their own content with the hashtag.

Main hashtag will be translated in local languages by ENGAGe. By this way both version can be used.

There are 2 kinds of hashtags we will use.

Firstly main campaign hashtags will be used as listed on the right.

Other kind is content based hashtags. When we prepare our contents, we will check related hashtags that have considerable amount of traffic.



# Google Ads



Google  
AdWords



**Total Budget Invested:  
€40.000**

We will use 3 channels of Google ads:  
AdWords, Google Display, Network and YouTube.

These channels will be used to expand our reach.

Detailed advertising plan will be shared upon request.



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# Sponsorship Categories 2019

Global  
Partner

€10.000

Country  
Partner

€3.000

Official  
Partner

€1.000

Supporting  
Partner

€500



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| Sponsorship Rights              | Global Partner<br>€10.000 + VAT  | Country Partner<br>€3.000 + VAT | Official Partner<br>€1.000 + VAT | Supporting<br>€500 + VAT |
|---------------------------------|--|---------------------------------|----------------------------------|--------------------------|
|                                 |  | SPOTLIGHT                       |                                  |                          |
| Max Number of Sponsors          | Global partners have rights of country partner's sponsorship rights.   | 1                               | 3                                | ∞                        |
| Event-wide Industry Exclusivity |  | ✓                               | ✓                                | -                        |
| Event Booth                     |  | 3x3m2                           | 1x1m2                            | -                        |
| Newsletter Spotlight            |  | ✓                               | ✓                                | -                        |
| Recognition in Social Media     |  | ✓                               | ✓                                | -                        |
| Recognition in Event Report     |  | ✓                               | ✓                                | ✓                        |
|                                 |  | LOGO PLACEMENT                  |                                  |                          |
| Event Shirt                     | Global partners take part in events and social media contents in all countries and communication activities. | ✓                               | -                                | -                        |
| On-site Billboards              |  | ✓                               | -                                | -                        |
| Print & Web Ads                 |  | ✓                               | ✓                                | -                        |
| Poster & Postcard               |  | ✓                               | ✓                                | -                        |
| Monthly e-Newsletter            |  | ✓                               | ✓                                | -                        |
| Stage Banner or Roll-up         |  | ✓                               | ✓                                | ✓                        |
| Website Sponsor Page            |  | ✓                               | ✓                                | ✓                        |
| Event Grounds                   |  | ✓                               | ✓                                | -                        |
| Event Program                   |  | ✓                               | ✓                                | ✓                        |

\*All Sponsors will support campaign from their own social media channels as share campaign contents.

In 2019, all sponsors can use the **GOfor** logo and use it in **marketing and communication** activities by stating that they support **ENGAGe's** awareness efforts.

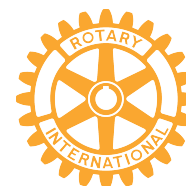


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# Confirmed Partners

- ENGAGE Members
- ESGO Members
- Pharma Companies
- Other Local Companies
- Famous survivors/faces, Influencers
- National Societies in Gynaecological Oncology in Europe
- World Ovarian Cancer Coalition

# Working To Partner With





# Contact

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