

# 1st SECEC VIRTUAL CONGRESS

SEPTEMBER - DECEMBER 2020



Sponsorship options



[www.secec-esse.org](http://www.secec-esse.org)



# 1st SECEC VIRTUAL CONGRESS

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## ► INTRODUCTION

In light of the current evidence, the SECEC Executive Committee decided reluctantly to postpone our upcoming annual congress to next year.

SECEC 2020 has been postponed to 8th – 11th September 2021, held in the same venue: Poznan Convention Center and with the same floor map and sponsorship opportunities. And this means that the SECEC Congress 2021 confirmed in Dublin should be moved to 2023, in order not to clash with ICSES Rome 2022.

Related to the Companies and their level of sponsorship, the return of the investment must be assured, and this couldn't be done for the physical Congress with the expected decrease of attendance and the added costs such as booth construction, travel and accommodation for staff, etc.

SECEC as the leading specialty society in shoulder & elbow surgery needs to offer an outstanding educational activity in 2020, and a SECEC Virtual Congress is being organized in the last quarter of this year. The potential of SECEC is enormous, and the Virtual Congress would become the most important online activity in 2020 devoted to Shoulder and Elbow Surgery, with a minimum expected attendance of 2.000 registered delegates.

Yours sincerely,

SECEC Executive Committee



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## ► MAIN CONTACT DETAILS

### Technical secretariat

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## ► COMMITTEES

### EXECUTIVE COMMITTEE

#### President:

Mehmet Demirhan (Turkey)

#### Vice President

Emilio Calvo (Spain)

#### Treasurer:

Anders Ekelund (Sweden)

#### General Secretary:

Philippe Collin (France)

#### Members:

Mario Borroni (Italy)

Alexandre Lädermann (Switzerland)

Pierre Mansat (France)

Paolo Paladini (Italy)

Nicole Pouliart (Belgium)

Markus Scheibel (Switzerland)

Istvan Szabo (Hungary)

Carlos Torrens (Spain)

Roger Van Riet (Belgium)

Joanna Walecka (Poland)

#### SECEC Secretary:

Sylvie Noël (France)

### PROGRAM COMMITTEE

#### Chairman:

Philippe Collin (France)

#### Members:

Mario Borroni (Italy)

Mehmet Demirtas (Turkey)

Stefan Greiner (Germany)

Przemislav Lubiatovski (Poland)

Fernando Santana (Spain)

Cecile Piene Schroder (Norway)



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## ► SCIENTIFIC PROGRAM

### FORMAT

The SECEC\_VC will be held over a 4-month period, through a dedicated SECEC virtual event platform that will allow all the participants to interact and actively participate at the scientific sessions, but also to engage and virtually mingle in between the Live sessions.

Participants can access the platform via a Web App for the Live sessions, but they can also access all content and features via a mobile application on their phones/tablets.

ICL (Webinar mode): 45 ' / 2 in parallel  
Industry WorkShop: 30 ' / 2 - 3 in parallel  
Scientific Session - oral papers: 60 ' / 2 in parallel  
From 19.00h to 21.30h CET the second Wednesday of each month





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## ► SCIENTIFIC PROGRAM

### PROGRAM

SEPTEMBER 2020		
Wednesday, September 9		
CET timezone	ROOM 1	ROOM 2
19.00 - 19.55h	<p><b>ICL 1</b> PROXIMAL ULNA FRACTURES: CURRENT CONCEPTS</p>  <p><b>Chair:</b> Roger Van Riet (Belgium)</p>	<p><b>ICL 2</b> ANATOMICAL SHOULDER ARTHROPLASTY: CURRENT INDICATIONS, TECHNIQUES AND RESULTS</p>  <p><b>Chair:</b> Olivier Verborgt (Belgium)</p>
20.00 - 20.30h	<b>SPONSORED WORKSHOPS</b>	
20.35h	<p><b>SCIENTIFIC SESSION 1</b> SHOULDER ARTHROPLASTY I</p>	<p><b>SCIENTIFIC SESSION 2</b> ELBOW</p>
21.50h	End of the SECEC day	

Wednesday, September 23	
CET timezone	ROOM 1
18.00h - 19.00h	<p><b>INDUSTRY SPONSORED SESSION</b></p>  <p>DePuy Synthes <small>COMPANIES OF Johnson &amp; Johnson</small></p>
19.15h - 20.15h	<p><b>INDUSTRY SPONSORED SESSION</b></p>  <p>Exactech <small>Surgeon focused. Patient driven.™</small></p>
20.30h - 21.30h	<p><b>INDUSTRY SPONSORED SESSION</b></p>  <p>DJO surgical</p>










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## ► SCIENTIFIC PROGRAM

### PROGRAM

OCTOBER 2020		
Wednesday, October 7		
CET timezone	ROOM 1	ROOM 2
19.00 - 19.55h	<p><b>ICL 3</b> CORONOID FRACTURES: FROM UNDERSTANDING TO TREATMENT</p>  <p>Chair: Enrico Bellato (Italy)</p>	<p><b>ICL 4</b> HOW TO AVOID COMPLICATIONS IN REVERSE SHOULDER ARTHROPLASTY?</p>  <p>Chair: Patric Raiss (Germany)</p>
20.00 - 20.30h	<p><b>SPONSORED WORKSHOPS</b>   </p>	
20.35h	<p><b>SCIENTIFIC SESSION 3</b> CUFF I</p>	<p><b>SCIENTIFIC SESSION 4</b> TRAUMA</p>
21.50h	<p>End of the SECEC day</p>	

Wednesday, October 21	
CET timezone	ROOM 1
18.00h - 19.00h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>
19.15h - 20.15h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>
20.30h - 21.30h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>









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## ► SCIENTIFIC PROGRAM

### PROGRAM

NOVEMBER 2020		
Wednesday, November 11		
CET timezone	ROOM 1	ROOM 2
19.00 - 19.55h	<p><b>ICL 5</b> EVALUATION AND MANAGEMENT OF SEVERE GLENOID BONE LOSS IN REVISION CASES OF SHOULDER ARTHROPLASTY</p>   <p><b>Chairs:</b> Giuseppe Porcellini (Italy) Ralph Hertel (Switzerland)</p>	<p><b>ICL 6</b> MANAGEMENT OF AC JOINT INJURIES – AC JOINT ANATOMY AND BIOMECHANICS IN 2020</p>  <p><b>Chair:</b> Andreas Imhoff (Germany)</p>
20.00 - 20.30h	<p><b>SPONSORED WORKSHOPS</b>   </p>	
20.35h	<p><b>SCIENTIFIC SESSION 5</b> INSTABILITY I</p>	<p><b>SCIENTIFIC SESSION 6</b> SHOULDER ARTHROPLASTY II</p>
21.50h	<p>End of the SECEC day</p>	

Wednesday, November 25	
CET timezone	ROOM 1
18.00h - 19.00h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>
19.15h - 20.15h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>
20.30h - 21.30h	<p><b>INDUSTRY SPONSORED SESSION</b> </p>







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## ► SCIENTIFIC PROGRAM

### PROGRAM

DECEMBER 2020		
Wednesday, December 9		
CET timezone	ROOM 1	ROOM 2
19.00 - 19.55h	<p><b>ICL 7</b> TREATMENT OF PROXIMAL HUMERUS FRACTURES IN 2020- DIFFICULT DECISIONS IN THE FACE OF EVIDENCE</p>  <p>Chairs: Uli Brunner (Germany)</p>	<p><b>ICL 8</b> ANTERIOR SHOULDER INSTABILITY</p>  <p>Chair: Juha Paloneva (Finland)</p>
20.00 - 20.30h	<p><b>SPONSORED WORKSHOPS</b></p>  	
20.35h	<p><b>SCIENTIFIC SESSION 7</b> CUFF II</p>	<p><b>SCIENTIFIC SESSION 8</b> INSTABILITY II</p>
21.50h	<p>End of the SECEC day</p>	

Wednesday, December 23	
CET timezone	ROOM 1
18.00h - 19.00h	<p><b>INDUSTRY SPONSORED SESSION</b></p>
19.15h - 20.15h	<p><b>INDUSTRY SPONSORED SESSION</b></p>
20.30h - 21.30h	<p><b>INDUSTRY SPONSORED SESSION</b></p>





# 1st SECEC VIRTUAL CONGRESS

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## ► SPONSORSHIP OPTIONS

### INTRODUCTION

Our Virtual Congress platform is well adapted to provide Sponsors value through relevant exposure and active engagement with the congress participants.

The way of finding the right balance between providing enough sponsor exposure without it being perceived as intrusive by the participants is the key point for every single Virtual Event in order to provide a proper return of the investment for the Sponsoring Companies.

### NETWORKING

#### MESSAGING

All participants, including sponsor representatives can reach out to any participant at the event. The person receiving the connection request can either ignore, reject or accept. If accepted the two persons can interact one-on-one via chat.

It's important that the sponsor representatives are asked to use this functionality with moderation.

#### MEETINGS

Participants who have connected, can invite each other to virtual meetings with two or more persons. The meetings are in the form of a chat, but a link to Zoom, Skype etc can of course also be added.

#### IDEATION/BRAINSTORMING

It's possible for any participant to launch an Ideation/Brainstorming session.

The discussions are then via a chat function visible for all who participate in that session, but there could also be a link to an external web conferencing tool.

However, it would of course be possible to create a specific sponsor ideation/brainstorming session in the agenda. This could be branded with the Sponsor banner.

#### BREAKOUT SESSIONS

Breakout sessions need to be programmed in the agenda and can host up-to 50 people via a built-in videoconferencing tool where participants can see each other, share their screens etc.

#### GAMIFICATION

This functionality is used to stimulate participant engagement on the platform.

As such it could be used to promote e.g.

- Visits to Sponsor Pages
- Attending sponsor sessions
- Taking a Sponsor Survey
- Making connections with other participants (including sponsor representatives)

The gamification criteria aren't only focused on Sponsors. As a rule of thumb, max 1 in every 4 task should be sponsor related.



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## ▶ SPONSOR PACKAGES CAN BE BUILT ON THE FOLLOWING MAIN COMPONENTS

### SCIENTIFIC PARTICIPATION

#### **SPONSORED SESSIONS**

For virtual events in particular, it is important that the Sponsor sessions will be perceived as interesting and of significant value for participants for them to actively wanting to participate, ideally with one or several renowned surgeons who take an active role, either as presenters during the session, and / or during the Q&A.

Two options are available:

#### **Sponsored Workshops**

How: In direct conjunction with the official SECEC program, within the four SECEC sessions.

When: 2nd Wednesday of each month.

Duration 30' each.

#### **Sponsored Sessions**

How: Separated from the four SECEC sessions.

When: 4th Wednesday of each month

Duration: 60' max. (three slots available: 17.30 to 18.30 / 18.45 to 19.45 / 20.00 to 21.00)

#### FORMAT

Our Virtual Congress platform is well adapted to provide Sponsors value through relevant exposure and active engagement with the congress participants.

The way of finding the right balance between providing enough sponsor exposure without it being perceived as intrusive by the participants is the key point for every single Virtual Event in order to provide a proper return of the investment for the Sponsoring Companies.

#### WHY SPONSORING A SESSION?

Sharing knowledge is and must be the key-point for every single event, either physical or virtual: the Companies will be able to present their products – techniques related to the surgical procedures in Shoulder & Elbow to the registered delegates.

All the sessions will be available for all delegates to be watched at their convenience until December 31st at the Virtual platform and available afterwards at the SECEC website.

#### DATA COLLECTION

Complete statistics and contact details following the GDPR regulations.

- ✓ The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop.
- ✓ The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.  
Our goal is to follow the same process that is used at the physical congresses when reading the barcodes at the entrance of the Lecture halls, but changed to a pre-acceptance by the delegate to receive information about the products shown at the session.
- ✓ + The sponsor is allowed to launch Surveys directly linked to the topics of the SPONSORED SESSION to all the delegates attending / watching the session.



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## ► SPONSOR PACKAGES CAN BE BUILT ON THE FOLLOWING MAIN COMPONENTS

### CORPORATE & PROMOTION

#### **SPONSOR HOME PAGE**

Main sponsor page

All sponsors are presented with their logo and name sorted by Sponsor Level.

Individual Sponsor Page includes:

- Sponsor banner, Name, link to company URL.
- Short description of the company (recommended 150-200 words).
- Contact details of the Company.
- List and links to connect to the Sponsor Representatives participating at the event.
- List and links to the Sessions in the agenda Sponsored by the Sponsor.
- The possibility for the Sponsor to add as per Sponsor level pre-defined number of linked documents such as: PDF, Audio or Video files, Webcast, link to product URL, etc

#### **NEWS FEED**

A sponsor package will also typically include a certain number of posts on the News Feed that will then appear and remain on top of the News Feed on both the web app and the mobile application, until the next post is published. This can e.g. be used to promote Sponsor sessions or any other Sponsor Content.

#### **VISIBILITY THROUGH BRANDING OF PAGE BANNERS**

At the following areas:

- Welcome Page
- Library
- News Feed
- Submit your case
- Activity Challenge





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## ► GRADATION

	GOLD	SILVER	BRONZE
WORKSHOP	2	1	
SPONSORED SESSION	1	1	1
APP PUSH NOTIFICATION	3	2	1
NEWS FEED (monthly)	2	1	
EMAIL SECEC ENEWS	3	2	1
VIDEO ADVERTISEMENT	4	2	
BAG INSERT	2	1	
BREAK SLIDE	YES	YES	YES
SPONSOR HOMEPAGE	10 FILES	6 FILES	3 FILES
BRANDING	YES		



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**GOLD SPONSOR**

## ► GRADATION

### SCIENTIFIC PARTICIPATION

#### Two Workshops

In direct conjunction with the official SECEC program, within the four SECEC sessions.

Workshops – 2nd Wednesday of each month – 30' each.

- ✓ Priority in choosing their preferred slot.
- ✓ The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop.
- ✓ The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.

+

#### One Sponsored Session

(clinical case discussion, pro/con session, keynote lecture, meet the expert, video pills, re-live surgery etc) - Separated from the SECEC official program.

Sponsored Sessions – 4th Wednesday of each month – 60' max.

Priority in choosing their preferred day and slot: 17.30 to 18.30 / 18.45 to 19.45 / 20.00 to 21.00

The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop. The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.

Survey: the company is allowed to launch a Survey to all delegates attending / watching the Session.

### PROMOTION

#### APP Push notifications

Three push notification posts announcing sponsored Scientific sessions / workshops.

#### News feed

Two monthly news feed posts, promoting a product or an article. Posts will include links to the documents/video.

#### Email SECEC enews

Three posts announcing sponsored Scientific sessions / Workshops.

#### Video advertisement

One video clip 20-30 seconds projected once at each SECEC official day during the breaks.

#### Bag inserts

Two files at the Library of each participant (pdf or video files – scientific content).

#### Break slide

Including the logos of the Main sponsors, sorted by level.

### CORPORATE

#### Sponsor homepage

Top visibility

Up to 10 different content files (PDF, video files, slide presentations etc).

#### Branding

One option to sponsor among:

- Welcome Page
- Library
- News Feed
- Submit your case
- Activity Challenge



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**SILVER SPONSOR**

## ► GRADATION

### SCIENTIFIC PARTICIPATION

#### One Workshop

In direct conjunction with the official SECEC program, within the four SECEC sessions.

Workshops – 2nd Wednesday of each month – 30' each.

- ✓ Priority in choosing their preferred slot after Gold.
- ✓ The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop.
- ✓ The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and / or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.

+

#### One Sponsored Session

(clinical case discussion, pro/con session, keynote lecture, meet the expert, video pills, re-live surgery etc) – Separated from the SECEC official program.

Sponsored Sessions – 4th Wednesday of each month – 60' max.

Priority in choosing their preferred day and slot : 17.30 to 18.30 / 18.45 to 19.45 / 20.00 to 21.00

The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop.

The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.

Survey: the company is allowed to launch a Survey to all delegates attending / watching the Session.

### PROMOTION

#### APP Push notifications

Two push notification or News Feed posts announcing sponsored Scientific sessions / workshops.

#### News feed

One monthly news feed post, promoting a product or an article. Posts will include links to the documents/ video.

#### Email SECEC enews

Two posts announcing sponsored Scientific sessions / Workshops.

#### Video advertisement

One video clip 20-30 seconds projected once in two SECEC official days during the breaks.

#### Bag inserts

One file at the Library of each participant (pdf or video files – scientific content).

#### Break slide

Including the logos of the Main sponsors, sorted by level.

### CORPORATE

#### Sponsor homepage

Top visibility

Up to 6 different content files (PDF, video files, slide presentations etc).





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**BRONZE SPONSOR**

## ► GRADATION

### One Sponsored Session

(Clinical case discussion, pro/con session, keynote lecture, meet the expert, video pills, re-live surgery etc) - Separated from the SECEC official program.

Sponsored Sessions - 4th Wednesday of each month - 60' max.

- ✓ Priority in choosing their preferred day and slot: 17.30 to 18.30 / 18.45 to 19.45 / 20.00 to 21.00
- ✓ The Sponsor will receive complete statistics: number of delegates - profile attending / watching the Workshop.
- ✓ The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product - technique that has been presented at the session.  
Survey: the company is allowed to launch a Survey to all delegates attending / watching the Session.

## PROMOTION

### APP Push notifications

One push notification or News Feed posts announcing sponsored Scientific sessions / workshops.

### Email SECEC enews

One post announcing sponsored Scientific sessions / Workshops.

### Break slide

Including the logos of the Main sponsors, sorted by level.

## CORPORATE

### Sponsor homepage

Top visibility

Up to 3 different content files (PDF, video files, slide presentations etc).



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## INDIVIDUAL ITEMS

### SPONSOR HOME PAGE

Main sponsor page

All sponsors are presented with their logo and name sorted by Sponsor Level.

Individual Sponsor Page includes:

- Sponsor banner, Name, link to company URL.
  - Short description of the company (recommended 150-200 words).
  - Contact details of the Company.
  - List and links to connect to the Sponsor Representatives participating at the event.
  - List and links to the Sessions in the agenda Sponsored by the Sponsor.
  - The possibility for the Sponsor to add Up to 4 different pre-defined content files of linked documents such as: PDF, Audio or Video files, Webcast, link to product URL, etc
- Up to 3 different content files (PDF, video files, slide presentations etc).

### WORKSHOP

limited to Gold and Silver sponsors

### SPONSORED SESSION

(clinical case discussion, pro/con session, keynote lecture, meet the expert, video pills, re-live surgery etc) - Separated from the SECEC official program.

Sponsored Sessions – 4th Wednesday of each month – 60' max – 17.30 to 18.30 / 18.45 to 19.45 / 20.00 to 21.00

The Sponsor will receive complete statistics: number of delegates – profile attending / watching the Workshop.

The Sponsor will receive professional contact details of all those registered delegates who have accepted the disclaimer to share their professional details when attending / watching a Workshop and/or Sponsored Session, following the GDPR regulation. The company is allowed to send information only related to the product – technique that has been presented at the session.

Survey: the company is allowed to launch a Survey to all delegates attending / watching the Session.





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