Requirement: Drive event registrations via email outreach

Registration URL: <https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary>

Lists: Two provided by client, additional (patients) forthcoming; OncLive® database

Goal: >500 registrants

Event date(s): November 20 – 21, 2020

Location: Virtual

Campaign: October 7 – November 18, 2020

**Marketing Plan**

* Develop a drip campaign to drive awareness
  + Three unique HTML emails highlighting the symposium (will reuse)
  + Two plain text emails highlighting the symposium
    - Sends triggered by recipient actions
  + First email (HTML) – October 7
    - Open and register: no subsequent registration emails
    - Open and did not register: 2nd registration email one week later
    - Did not open: 2nd registration email one week later
  + Second email (HTML) – October 14
    - Open and register: no subsequent registration emails
    - Open and did not register: 3rd registration email one week later
    - Did not open: 3rd registration email one week later
  + Third email (HTML) – October 21
    - Open and register: no subsequent registration emails
    - Open and did not register: 4th registration email ten days later
    - Did not open: 4th registration email ten days later
  + Fourth email (plain text) – October 31
    - Open and register: no subsequent registration emails
    - Open and did not register: 5th registration email six days later
    - Did not open: 5th registration email six days later
  + Fifth email (plain text) – November 6
    - Open and register: no subsequent registration emails
    - Open and did not register: 6th registration email seven days later
    - Did not open: 6th registration email seven days later
  + Sixth email (HTML – same as first email sent on October 7) – November 13
    - Open and register: no subsequent registration emails
    - Open and did not register: 7th registration email five days later
    - Did not open: 7th registration email five days later
  + Seventh email (HTML – same as previous) – November 18
    - To all unregistered

**Campaign Outline**

* HTML email #1: designed by Creative (send Oct. 7)
  + SL: GI Cancer Experts: Join us for the 11th Annual Ruesch Center Symposium
  + PH: Virtual event for GI cancer research
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Headline image with below text and Ruesch Center logo overlaid
      * “Refocus National Attention on Gastrointestinal Cancer Research”
        + “Register today for the 11th Annual Ruesch Center Symposium”
    - Body
      * The Ruesch Center for the Cure of Gastrointestinal Cancer Research at Georgetown Lombardi Comprehensive Cancer Center would like to invite you to the **11th Annual Ruesch Center Symposium**. By advancing science and research, changing lives and outcomes, cultivating innovators of the future, & collaborating and sharing insights, the Ruesch Center believes the future of GI cancer treatment hinges on a highly personalized approach to finding the right drugs for the right patients.
    - CTA

[Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary) (button)

* + - Body continued
      * Join fellow clinicians, researchers, patients, caregivers, policymakers, and representatives from industry as they gather this year in a special virtual setting to discuss, network, and debate critical issues related to GI cancers.

|  |  |
| --- | --- |
| **Friday, November 20** | **Saturday, November 21** |
| * + - * Innovations in GI Cancer       * Special Session: *Advances in Nuclear Imaging & Therapy for Neuroendocrine Tumors* (presented by The Society of Nuclear Medicine & Molecular Imaging) | * + - * Precision Oncology Web Educational Resource (POWER)       * Patient Symposium |

* + - * Register today and join us as we work to realize the dream of individualized curative therapies through research, care, and advocacy.
* HTML email #2: designed by Creative (send Oct. 14)
  + SL: GI cancer research needs you
  + PH: Coming soon: 11th Annual Ruesch Center Symposium
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Headline image (different from email #1) with text and Ruesch Center logo
      * “Refocus National Attention on Gastrointestinal Cancer Research”
        + “Register today for the 11th Annual Ruesch Center Symposium”
    - Body
      * This November join leading GI cancer experts at the 11th Annual Ruesch Center Symposium. Our audience will include:
        + Clinicians
        + Researchers
        + Patients
        + Caregivers
        + Policymakers
        + Representatives from Industry
    - CTA

[Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary) (button)

* + - Body continued
      * On Friday, November 20th, attend our **Innovations in GI Cancer** forum to hear discussions on cutting-edge research and the pipeline of promising new therapies and technologies in GI cancers. Topics include innovations in:

**Therapeutics** | **Cancer Genetics** | **Targeted Therapies**

* + - * Also, on the 20th, do not miss our special session presented by The Society of Nuclear Medicine & Molecular Imaging titled *Advances in Nuclear Imaging & Therapy for Neuroendocrine Tumors*.
      * Register today and join us as we work to realize the dream of individualized curative therapies through research, care, and advocacy.
* HTML email #3: designed by Creative (send Oct. 21)
  + SL: Refocus National Attention on Gastrointestinal Cancer Research
  + PH: GI cancer research needs you
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Headline image (different from previous two emails) with text and Ruesch Center logo
      * “Refocus National Attention on Gastrointestinal Cancer Research”
        + “Register today for the 11th Annual Ruesch Center Symposium”
    - Body
      * This November join leading GI cancer experts at the 11th Annual Ruesch Center Symposium. Our audience will include:
        + Clinicians
        + Researchers
        + Patients
        + Caregivers
        + Policymakers
        + Representatives from Industry
    - CTA

[Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary) (button)

* + - Body continued
      * “On Saturday, November 21st, attend our **Precision Oncology Web Educational Resource (POWER)** course to learn how to improve patient care. Course objectives:
        + Elimination of practice gaps in oncology
        + Teach physicians (across the US) to correctly assess the right biomarkers of response to systemic cancer therapy
        + Present the opportunity to practice the interpretation of broad molecular profiling results
      * Also, on the 20th, do not miss our **Patient Symposium**. This year, we will provide patients and families with **disease-specific information, education, and tools** for managing their cancer care, with special attention paid to the new cancer care landscape amid COVID-19.
      * Register today and join us as we work to realize the dream of individualized curative therapies through research, care, and advocacy.
* Plain text email #4: designed by Creative, but just text – no images (send Oct. 31)
  + SL: GI cancer leaders: Complete your registration
  + PH: 11th Annual Ruesch Center Symposium
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - We hope you can join us at the 11th Annual Ruesch Center Symposium. Our virtual event is scheduled for November 20 – 21. You can finalize your registration [here](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary). Our Symposium provides a unique forum for discussion, networking, and debate of critical issues related to GI cancers. We look forward to seeing you this November.

[**REGISTER**](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)

* Plain text email #5: designed by Creative, but just text – no images (send Nov. 6)
  + SL: This month: The 11th Annual Ruesch Center Symposium
  + PH: Registration is open
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Later this month, clinicians, researchers, patients, caregivers, policymakers, and representatives from industry will gather for the 11th Annual Ruesch Center Symposium. Registration is open and we hope you can join us.
      * Dates: November 20 – 21
      * Location: Virtual
      * RSVP: [Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
    - Distinguished speakers scheduled for this year’s Symposium will include:
      * Vincent Chung, MD
      * Giuseppe Esposito, MD, MBA
      * Richard Goldberg, MD
      * Aiwu Ruth He, MD, PhD
      * Yelena Y. Janjigian, MD
      * Christopher Lieu, MD
      * John Marshall, MD
      * Marcus Noel, MD
      * Manish Shah, MD
      * Matthew H. Spitzer, PhD
      * Benjamin Weinberg, MD
    - We look forward to seeing you later this month.

[**REGISTER**](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)

* HTML email #6 (same as #1): designed by Creative (send Nov. 13)
  + SL: One-week way! 11th Annual Ruesch Center Symposium
  + PH: GI Cancer Experts, Network with your Peers
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Headline image with below text and Ruesch Center logo overlaid
      * “Refocus National Attention on Gastrointestinal Cancer Research”
        + “Register today for the 11th Annual Ruesch Center Symposium”
    - Body
      * The Ruesch Center for the Cure of Gastrointestinal Cancer Research at Georgetown Lombardi Comprehensive Cancer Center would like to invite you to the **11th Annual Ruesch Center Symposium**. By advancing science and research, changing lives and outcomes, cultivating innovators of the future, & collaborating and sharing insights, the Ruesch Center believes the future of GI cancer treatment hinges on a highly personalized approach to finding the right drugs for the right patients.
    - CTA

[Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary) (button)

* + - Body continued
      * Join fellow clinicians, researchers, patients, caregivers, policymakers, and representatives from industry as they gather this year in a special virtual setting to discuss, network, and debate critical issues related to GI cancers.

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| **Friday, November 20** | **Saturday, November 21** |
| * + - * Innovations in GI Cancer       * Special Session: *Advances in Nuclear Imaging & Therapy for Neuroendocrine Tumors* (presented by The Society of Nuclear Medicine & Molecular Imaging) | * + - * Precision Oncology Web Educational Resource (POWER)       * Patient Symposium |

* + - * Register today and join us as we work to realize the dream of individualized curative therapies through research, care, and advocacy.
* HTML email #7 (same as #1): designed by Creative (send Nov. 18)
  + SL: Two days away! 11th Annual Ruesch Center Symposium
  + PH: Register and Attend
  + CTA: [REGISTER](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary)
  + Copy:
    - Headline image with below text and Ruesch Center logo overlaid
      * “Refocus National Attention on Gastrointestinal Cancer Research”
        + “Register today for the 11th Annual Ruesch Center Symposium”
    - Body
      * The Ruesch Center for the Cure of Gastrointestinal Cancer Research at Georgetown Lombardi Comprehensive Cancer Center would like to invite you to the **11th Annual Ruesch Center Symposium**. By advancing science and research, changing lives and outcomes, cultivating innovators of the future, & collaborating and sharing insights, the Ruesch Center believes the future of GI cancer treatment hinges on a highly personalized approach to finding the right drugs for the right patients.
    - CTA

[Register](https://event.onclive.com/event/68a40cae-669f-48df-b9de-09f9c873d73e/summary) (button)

* + - Body continued
      * Join fellow clinicians, researchers, patients, caregivers, policymakers, and representatives from industry as they gather this year in a special virtual setting to discuss, network, and debate critical issues related to GI cancers.

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| **Friday, November 20** | **Saturday, November 21** |
| * + - * Innovations in GI Cancer       * Special Session: *Advances in Nuclear Imaging & Therapy for Neuroendocrine Tumors* (presented by The Society of Nuclear Medicine & Molecular Imaging) | * + - * Precision Oncology Web Educational Resource (POWER)       * Patient Symposium |

* + - * Register today and join us as we work to realize the dream of individualized curative therapies through research, care, and advocacy.