



PUBLICATION AND COMUNICATION COMMITTEE MEETING MINUTES
9th February 2013. London Executive Meeting Boardroom,
Sheraton Skyline Hotel, London.

Chair: Jerzy Gajewski
Members: Jane Meijlink, Pamela Ellsworth, Katherine Moore, Jacky Cahill, Stergios
Doumouchtsis
ICS Office: Dominic Turner, Jenny Ellis, Roger Blackmore

1. **Approval of the minutes** from Beijing, Meeting, Sunday 14th October 2012 (*Appendix A*)
KM nominated
JM seconded

2. **Matter arising from the minutes**
KM advised the Committee of the recent strategy meeting in Chicago- more information will be provided to the members in due course.
JM asked whether members as a whole would see the strategy document? KM confirmed that they would receive this information.

JM expressed concern in members leaving in 2013. JG confirmed that 4 members and 1 Chair position would be available. JG asked if anyone on the PCC was interested in applying for the Chair position? JC expressed an interest in applying.
JG will contact Committee members following the meeting regarding the position.

Action: JG to contact PCC members regarding Chair position.

JG confirmed NUU and chasing Sender action completed.

JG asked whether the request for a professional photographer was granted? JE confirmed that it was rejected due to the financial constraints. JM felt that the office pictures were better than the Kenes pictures, JC agreed. KM asked if we should negotiate that Kenes not take pictures? DT stated it would be impossible for the staff to be everywhere- we need Kenes to take pictures.

JG confirmed slides request- completed.

JG asked whether delegates received their certificates of attendance? DT confirmed that delegates receive the workshop certificates at the time but the general certificate is received after the event. Committee Action from Beijing; DT to look into NAFC product review- DT confirmed that there was nothing to take from the website, we should leave it how it is.

KM asked when the product site would be going live? DT confirmed that it is live now, just working with the CPC on promotion of website.

KM highlighted a correction to the minutes- point 11, paragraph 4- should read Mandy Fader and not Mandy Wells.

Postscript; JE amended and updated minutes, online version updated.

3. **New Look website & ICS News**
a) Information required by membership to be included in e-news, newsletter etc

b) New look ICS News- review of possible new looks

Everyone reviewed Rosemary's designs (see attached) everyone voted number 1 was the best design. JM highlighted that we still need to be aware of page numbers as we will print small numbers of newsletters for events/annual meeting etc. We therefore need to be mindful of the 4 page rule.

c) New aspects of the Web Site

DT presented the new website design to the Committee. The website URL will also be changing to www.ics.org This will help with Search Engine Optimisation (SEO) which means that our website will be easier to find. The new layout will also mean that the website is more user friendly and will work better on different platforms e.g. I pads, mobile phones etc. The system automatically reduces the size/what you can see of the website, depending upon the viewing space available.

The top level navigation is cleaner and easier to use- you simply hover over the title and it will bring up the subsections. We will be introducing a membership lounge for members to engage with ICS. This will be similar to the airport scheme, to get members involved with ICS.

There will be a separation of public and membership sections. JM would like public fact sheets to be made available online.

SD asked if it possible to have a timeline on the page so you can see recent comments online by other members? DT advised that this would be too open to 'trolls', we would only show what they had posted/viewed e.g. abstracts etc. The IT team will look into this further.

PE asked where ICS news is located on the new website? DT confirmed under publications.

DT highlighted that the new website will have easier URL's so that you can confirm this to people over the phone, online etc e.g. www.ics.org/publications . PE felt the new design looked better. JM asked if the issues with uploading documents would be rectified? DT advised that he would look into this.

Action: DT to look at document upload issues.

DT confirmed the changes would be rolled out over time, the changes wouldn't take place in one go. JG stated that he didn't like the colours on the front page- too much brown. DT advised that we can fine tune the colour picker.

Action: IT department to fine tune the colour picker for website promotions.

JG asked where social media would be placed? RB confirmed under contacts.

JG felt it should be on each page. DT advised it could be added to top banner on the page.

Action: DT to look into Facebook location- add to top page.

The front page promotions are new- they automatically create a similar colour for the wording to compliment the picture.

The website is also linked to social media so you can 'like' a post on Facebook or tweet a post so that other members can see it.

d) Role of the social media (See Appendix for Kenes review 2011-12)

Committee reviewed the report from Kenes.

PE asked if we can trace where people join ICS from? JE confirmed that we can't at the moment but we would like to introduce codes to the business cards and other marketing materials so that we can trace members.

e) Newsletter photographs (post-production - levels/contrast/colour balance etc)

DT highlighted that Rosemary's photo placement is not very good and asked if the office could be involved in the production?

JM agreed that picture quality needs to be upgraded. Rosemary rejects a lot of pictures. DT suggested that Roger works with Rosemary on this.

Action: RB to work with Rosemary on the picture quality/placement etc.

f) New name of newsletter (See Appendix)

JM stated that she did not like any of the suggested names provided. JM felt that it should end with news JG felt that we did not need to change the newsletter name, just the e-news. Committee agreed.

KM suggested E-flash would be good for the e-news as it is catchy and would grab people's attention. Committee agrees.

Action; E-news to change to ICS E-Flash, office to amend

DT suggested that following the move online, the newsletter could be quarterly.

JM suggested that we would need to employ a full time editor for a quarterly newsletter..

PE asked whether we could do a template to mail out to the Chairs? This could be completed by the office- they could send the template out automatically when required. DT suggested office could do this, JE agreed.

Action: PE to work with Sophie Mangham on template and dates required.

Morning Break 10.30-10.45

4. New logo

a) Review and discuss

RB presented the new logo designs –see presentations.

SD suggested 3D design. DT advised that adding gradients would add additional costs to printing. JG felt that the logo should state International Continence Society rather than ICS- as it stands it looks inappropriate. RB showed the group the ICS 2013 design which everyone liked better- think having

information underneath balanced the design out- so it looked better.

KM suggested a survey be sent out to membership to get their feedback on the designs.

JG felt that we needed to stick to our established logo but amended slightly so that the bladder was clearer.

Action: RB to change logo to use original bladder logo with “ICS” alongside.

b) Review corporate identity design changes

JE provided the group with the new ICS business cards- these will be given to key Committees and Education Course speakers to help promote the annual meeting.

JM suggested a news article regarding the benefits and this could be included- maybe Sophie could write?

Action: Sophie Mangham to write a news article on the benefits of membership, to be included in the next newsletter.

5. Fact sheets

a) Discuss updates required

JM stated that last year Nina updated the content personally she found it easier to do on her own. In this next update, it is important to engage other PCC and ICS members. JG suggested appointing 1 person for the editing process. JM stated that we need to pick who the experts are in each area.

KM felt that if Nina is happy to do it then it's easier to control with one person managing the updates.

JE suggested uploading the individual fact sheets to the discussion forum. Group agreed.

Action: JE to upload the individual fact sheets to the website for review.

JC agreed it would be good to separate pages, so you can download and print. DT suggested making the pages A4 rather than A5 size so that members can easily print the information off the website- which would reduce printing costs.

JC suggested adding illustrations to the fact sheets. JG advised that this is very expensive. JM suggested that maybe members could 'donate' the pictures?

No final decisions made on illustrations.

JG asked when the deadline for updates should be? JE confirmed all updates would need to be made by end of May. JG confirmed June 1st as deadline date.

Action: All fact sheet changes to be made by June 1st 2013.

JG suggested 2 experts for each fact sheet. KM advised that Sherif could discuss the Fistula fact sheet in his meeting tomorrow.

JG asked whether we should include authors names on the sheets? Group felt acknowledgement of work would be a good idea, not sure about on each page. JE suggested a with thanks page at the start to thank all contributors? Group agreed.

Action: Fact sheet to include a with thanks page at the start of the booklet. All contributors names to be added.

JG advised that we need to add ICS copyright to the document.

Action: RB to add copyright to the bottom of the booklet.

b) Public version of fact sheets to be discussed

JE asked if we would be introducing a public version? JG not keen on doing so, loads of other organisations offer this information. JM & JC felt that it would be good for ICS to do one. PE advised that it would need to be written at 8th grade level. KM also felt that a number of organisations offer this already, not sure how our information would be different/unique.

JM suggested that we could do sections based on different conditions e.g. OAB, urgency etc. DT advised working with the CPC on this. JG suggested a small group of PCC members to work on this with CPC. KM and JC agreed to provide electronic links for reliable consumer web sites with continence information such as managing SUI, OAB, seeking help, etc. This will be included in the Fact Sheet leaflet.

Action: KM & JC to develop list of reliable consumer sites. JC suggested that the public information be made available in different languages.

c) Requests from members for new topics- update

JE confirmed no new requests.

6. Review congress letter/update/home take message

No funding available for a congress newsletter. JG confirmed that the cheapest quote he received was £15,000. JM highlighted that the hot topics are included in NAU .

Lunch break 12.30-13.30

7. New Chair

a) Information to be provided to members on application process (*See Appendix*)

Discuss whether any members are interested

As confirmed earlier (point 2) there are 4 members positions and 1 Chair position available. JG would like the TOR to be emailed with the application forms.

Action: Sophie Mangham to send TOR with the application forms.

JG confirmed that members need to be active and responsive- this is key!

As previously confirmed JC is interested in the Chair position.

8. New Members

See above point.

9. ICS NEWS –next issue planning

JM would like to thank Sophie Mangham for her hard work and contribution to the newsletter, it is greatly appreciated!

JM suggested that they include an introduction to Pam in the next newsletter. Committee liked this idea. KM suggested JM do a historical review in the January 2014 edition. JM happy to do this, will work with Jerzy on the information.

Action: JM & JG to do a historical review of the PCC for January 2014 newsletter article.

JG asked when would it be appropriate to include a thank you for those members stepping down?
Group confirmed January edition.

JM highlighted that she would like a picture of the office staff in the newsletter.

Action: Sophie to provide an office picture to JM.

JM advised that she would be away at the end of February and March (18-24th March), just so members were aware.

The new online version of the newsletter allows you to see which articles members are clicking on- we therefore can gather statistical data on which articles are the most interesting to members.

KM suggested including stats in July edition.

JG asked when the deadline for content is for the July edition? JM officially it is the 31st March. PE asked when the absolute deadline would be? JM it depends, now online we have more leeway- June 1st would be the deadline at the moment.

JM thought we should include a Global developments page/document e.g. Kyoto meeting outcomes etc. JM suggested we introduce a page called Global News- committee liked the idea. PE asked if we do news on events? JM confirmed that if we do, JE contacts speakers for review of events. PE asked if we include NUU information? JM confirmed that Chris does this article. PE asked who does the list of books? JM confirmed that she keeps the list and then keeps an eye on publication dates from publishers. JM then asks for a review copy from publisher. JM advised PE that we need to include the financial reports in the July edition- we always include this in the July edition. JM confirmed that Ajay will produce the reports and we publish. DT looks after the web/media pages.

JM advised that the news guidelines are being updated, we will have 2 copies; 1 paper and 1 electronic. Sophie in the office is working on the electronic copy.

JC suggested that we do a bio of the Board members. JM advised that we have done this previously. JC felt it was appropriate to do again, changes in members and now have more space in newsletter as online. No decisions made.

JM advised PE that the Annual Meeting Chair always produces a PR piece for the January edition. PE stated that she would like to do a piece on local continence, like we did in China. PE to look into this.

Action: PE to look into local continence for Barcelona 2013.

10. New Editor

a) Jane to provide on update on the transition period

JM the handover is going well; PE is being copied into all correspondence ready to handover, this is an on-going process.

11. Review and discussion -Role and contribution of PCC towards strategic planning

JG advised that he would like the Editor at the strategy meeting. KM confirmed that this depends on the numbers of people attending/costs involved. JM asked that Board include Editor in the strategy work over the coming year.

KM advised that PE could be invited to attend the trustee meeting in August.

Action: Board of Trustees to invite PE to attend Trustee meeting in August. The office will send the invitation to PE.

KM asked if any questions/requests to be taken back to the Board?

PE asked what the goal of the strategy was? KM advised it was directed by the mission statement "The International Continence Society is a registered charity with a global health focus which strives to improve the quality of life for people affected by urinary, bowel and pelvic floor disorders by advancing basic and clinical science through education, research, and advocacy."

PE didn't feel this was effective, people need to be educated. JC felt that we needed patient focused/patient advocacy groups involved.

KM suggested that the members email her their thoughts about the mission statement and suggested edits.

Action: Committee members to email KM their thoughts on the strategy document about the mission statement and suggested edits.

12. Discussion and strategy for press engagement at the next annual meeting (*See Appendix for Kenes Marketing Plan*)

JE highlighted that the press engagement varies between annual meetings. This is down to the Chair and Local Organising Committee- they need to generate interest from local press.

JG suggested writing a press release regarding the press conference.

Action: PCC to draft a press release regarding press conference.

PE suggested sending a note to the annual meeting chair advising that we would like to optimise the press engagement- could they identify key local media reps?

Action: JE to contact Annual meeting Chair- request key local media reps details.

PE felt that Kenes need to be pushing and tracking the press attendees. ICS should review the return on investment in this area.

Action: JE to check with DS re: Kenes obligation regarding press involvement/conference.

JM stated that Kenes are not providing the facilities that they were supposed to provide in accordance with the press guideline. In Beijing there was almost nothing, no tea/coffee etc.

Action: JE to discuss press room requirements/standards with Kenes.

Committee reviewed the press guidelines document, they felt that a line should be added into the press guidelines stating that if they write about ICS/Annual meeting a copy needs to be sent to us.

Action: JE to add to the press guidelines “all articles regarding ICS/annual meeting should be sent to ICS.”

13. Next meeting advertising and promotion items (abstract stick.....)

JG asked if the office would be attending any key events? JE confirmed attending IUGA in Dublin. SD stated that last year you could only download individual abstracts, it would be useful if we could download all in one go.

Action: IT team to look into whether Wiley can publish all abstracts, that can be downloaded in one go, online.

Committee members would like the venue to have WIFI. JE advised that WIFI is requested but the quality or service varies between venues, WIFI was arranged in Beijing but there were issues with it working on the day- can be hit and miss at the venues.

Committee members also agreed that they would like the abstract stick. JE confirmed that this depended upon the sponsorship.

14. AOB

15. Next meeting and Adjournment

Next meeting will be in Barcelona in August 2013.



PUBLICATION AND COMMUNICATION COMMITTEE
9th February 2013. London Executive Meeting Boardroom,
Sheraton Skyline Hotel, London.

Chair: Jerzy Gajewski
Members: Jane Meijlink, Pamela Ellsworth, Katherine Moore, Susie Orme, Jacky Cahill,
Stergios Doumouchtsis
ICS Office: Dominic Turner, Jenny Ellis, Roger Blackmore

Welcome coffee break available 8.30-9.00

Pictures to be taken before the meeting: Group Picture, Jane & Pamela picture.

9.00-9.05	1. <u>Approval of the minutes</u> from Beijing, Meeting, Sunday 14th October 2012 (<i>Appendix A</i>)
9.05-9.20	2. <u>Matter arising from the minutes</u>
9.20-10.30	3. <u>New Look website & ICS News</u> a) Information required by membership to be included in e-news, newsletter etc b) New look ICS News- review of possible new looks c) New aspects of the Web Site d) Role of the social media (<i>See Appendix for Kenes review 2011-12</i>) e) Newsletter photographs (post-production - levels/contrast/colour balance etc) f) New name of newsletter (<i>See Appendix</i>)
Morning Break 10.30-10.45	
10.45-11.30	4. <u>New logo</u> a) Review and discuss b) Review corporate identity design changes
11.30-12.00	5. <u>Fact sheets</u> a) Discuss updates required b) Public version of fact sheets to be discussed c) Requests from members for new topics- update
12.00-12.30	6. <u>Review</u> congress letter/update/home take message
Lunch break 12.30-13.30	
13.30-13.45	7. <u>New Chair</u> a) Information to be provided to members on application process (<i>See Appendix</i>) Discuss whether any members are interested
13.45-14.00	8. New Members
14.00-15.00	9. <u>ICS NEWS</u> –next issue planning

Afternoon Break 15.00-15.15	
15.15-15.45	10. <u>New Editor</u> a) Jane to provide on update on the transition period
15.45-16.15	11. <u>Review and discussion</u> -Role and contribution of PCC towards strategic planning
16.15-16.45	12. Discussion and strategy for press engagement at the next annual meeting (<i>See Appendix for Kenes Marketing Plan</i>)
16.45-17.15	13. Next meeting advertising and promotion items (abstract stick.....)
17.15-17.30	14. <u>AOB</u>
	15. Next meeting and Adjournment

PUBLICATION AND COMUNICATION COMMITTEE
Sunday 14th October 2012,
Venue: China National Convention Centre (CNCC), Beijing
Room: 407
Time: 08.00-12.00

In attendance: Jerzy Gajewski (JG), Jacqueline Cahill (JC), Nina Davis (ND), Pamela Ellsworth (PE), Jeffrey Garris (JGa), Jane Meijlink (JM), Katherine Moore (KM), Dominic Turner (DT), Roger Blackmore (RB), Jennifer Ellis (JE), Sophie Mangham (SM)

Apologies: Simone Crivellaro, Stergios Doumouchtsis, Tomasz Rechberger, Daniela Marschall-Kehrel, Susie Orme, Ian Pearce

1. Welcome from Jerzy and introduction of committee members

2. Katherine Moore informed committee of the ICS 5 year strategy proposal

The ICS have never had a formal strategic plan we have therefore approved a company to provide a review of the current systems and they will then propose a strategic plan for ICS. This will look at areas of improvement, members will be consulted and they will look into the ICS's current financial revenues and income generation. This will link all ICS committees to the overall ICS vision.

Dominic Turner will send out a questionnaire in the next month to all members. In January the Board will follow this up at the Board meeting, the results of the questionnaire will be discussed in details. JG suggests ICS fact sheet be included with questionnaire and PE suggest including a question on the mission statement.

Actions: JM requested that she and PE are present at the January meeting. KM to ask board.

3. February meeting minutes were approved by KM and seconded by ND

4. New members and new chair

JM questioned if any members stepped down this year, JE confirm IP to step down and TR and SC to reappoint. No objections from the committee. JG suggested a midterm meeting to introduce new members as large amount of current committee to leave at 2013 meeting.

JG made a presentation on the current situation and future of the committee and suggested a "purpose change" of the committee with the new chair who will come in in 2014. PE suggested this should dovetail with new ICS strategy.

Action: JG to arrange mid-term meeting to introduce new members

5. Terms of Reference approved – No changes

6. JG thanked the office and JM for ICS news July 2012

7. Congress newsletter

JG proposed a congress newsletter for future annual meetings. JE questioned the need due to increased use of social media by the ICS. JG questioned how many members use social media. ND questioned if it is worth it as many get thrown out straight away and not read.

PE suggested having “Key Points” about the last meeting and “Upcoming” for the next meeting in ICS News, but JG confirmed that ICS News is too late after the meeting. DT confirmed that money is tight to allow for a congress newsletter in the budget. JC suggested a special edition post meeting e-news with pictures, JG confirmed that this should be within 4 weeks of the meeting. JM questioned what goes in NUU about the annual meeting, to be looked into.

Actions: JM to find what goes in NUU about the annual meeting

8. Wiki page

ND questioned if the wiki is staying on the new website as it is out of date. JE confirmed that the SSC has appointed someone to update continuously in the future. JM suggested a PCC/SSC collaboration on the wiki page.

9. Sponsored lectures/education courses

ND stated that she was not aware that ICS sponsored lectures, and that a review of each lecture should be done by ICS for the newsletter. JM confirmed that the Trustees do not allow ICS to review other society’s meetings, PE thinks that this would be good for e-news. JE confirmed that all sponsored lectures are asked for a review when they are given the funding, and several reviews have already been included in online news articles.

10. eNews

ND queried that she had seen old articles in e-news, but SM and DT confirmed that all old articles stay on the website.

11. ICS website update

DT introduce new website to the committee via PowerPoint presentation. DT confirms to JC that the most viewed pages are Standardisation, abstract database, scientific programme for annual meeting. The academic pages have the most hits, from Google. PE question whether geographical stats are used to gain more members and DT confirm most new members come from annual meetings. JE confirmed most of the ICS LinkedIn group members are from Greece and we are now looking at the possibility of affiliating with the Greek societies (e.g. The Urological Association of Northern Greece.)

DT explains the new layout of the doormat menu; JG agrees this will be more user friendly. JC agrees the new website is very nice!

DT also introduced the ICI product website. DT confirmed to JM that they will be collaborating with the CPC at a later stage with the project. DT confirmed to JM that the office is giving technical assistance to the website not financial. JG agreed that it was all arranged with CPC and Nurses committee. DT confirmed to JM that the website is not ready to present to the CPC, and that Mandy Wells is talking to Vasan Srin.

DT confirms that the website does not mention product names, and just uses generic terms. DT confirms that the new websites highlight the problem with the current logo.

12. New logo

JG questioned if we are changing the ICS logo. DT explained meeting logo change, and also confirmed that we are looking at changing the ICS logo to have a version for use in situations

where there is not enough room for the full logo.. JG would like to keep a full logo version to explain the full name of ICS to show what ICS stands for. DT confirms this could be kept on the “about” page of the website.

PE suggests that using multiple logos would be confusing. RB explained the ideas behind the new logo and positioning. JG suggests logo cannot be discussed fully today, and wants the logo versions emailed to the PCC.

Action: RB to send old, current, and new logo proposition sent to PCC for discussion.

13. ICS News

It is confirmed that JM is to run January and July 2013 newsletters, and PE to run the January 2014 newsletter. JM congratulated SM on her work on her first ICS newsletter. PE will be announced as the new editor in the July 2013 issue and introduced to committee chairs, but should be put on the editorial board of the newsletter now.

Action: JM to send PE list of key contacts for ICS News

Action: JM/SM to put PE on editorial board of newsletter now

Action: JG to remind all chairs in the trustee meeting that they need to contribute to the newsletter every issue.

Action: Everyone to look out for books to review

DT confirmed to JE that the newsletter branding will be co-ordinated with the new website. RB will work on branding and liaise with the PCC. It will be worked on between now and ICS news January 2013.

JM confirmed the newsletter procedure is up to date but PE is to keep an eye on guidelines as this issue progresses to ensure it is up to date and nothing is missing. JM confirms that the January 2013 Issue will be tricky as this has been a late annual meeting. Deadlines will also be tight as JM is away for 4 days in November.

JM would like to point out that Sender is very slow at submitting his article. Someone needs to be responsible for chasing Sender, deadline mid-November. JG will bring this issue up in trustee/chairs meeting.

Action: JG to chase Sender

JM is concerned about the quality of Kenes photographs. DT to ask for budget for professional photographer for next year’s meeting JM queried the progress of the awards; KM confirmed they are being decided. JE confirmed that the winners that have already been decided are on slides and advertising around the venue.

Action: DT to ask for budget for professional photographer for next years meeting

JM is to review information and pictures available from the office after the meeting.

Action: SM to get slides from Limin on acupuncture SOA speaker

Action: SM to get slides from Jan Deprest

Action: SM to get names to JM of winners of scientific prizes

JM requested ideas on interesting points from the conference to include? ND suggested information on the webcasts, DT suggests debate and roundtable, ND confirms debate is important. JM and JG confirmed they will attend the debate to cover.

Action: meeting coverage for ICS news:

- DT Information on wbcasts
- JM and JG confirm they will attend the debate
- ND to cover Urological highlights
- JM to cover social
- JM and JC to cover "Meet the Continence societies" lunch
- JE to get public forum photos
- JC to cover Meet the Experts from expert point of view
- SM to cover Meet the Experts from host view

DT discussed ideas for the web article including a "top 5 medical apps" feature. PE suggested "what sites do doctors send patients to?". DT confirmed the post meeting survey great for these questions. PE suggested maybe certificates of attendance given only if survey is completed.

JG asked if the next PCC meeting should be held before or after ICS News, JM confirmed after would be best. The date of 9th February was proposed as best.

A review of the meeting goes in Urology News; with a deadline of 13th November for 8000 words volunteers are needed from the committee to help write it.

Action: JG suggest maybe certificates of attendance given if survey is completed? Query with Board

Action: SM Social media buttons should be added to the front of ICS news during the rebrand.

Action: JE to confirm PCC meeting 9th Feb

Action: DT to look into NAFC product review

14. ICS TV

DT explained the concept of ICSTV to the committee. PE suggested we plan interviews with Barcelona 2013 speakers. DT explained this year all webcasts were done in house as we had no industry support. All plenary sessions, 4 workshops, and as much as we can. It will all be on YouTube. DT explained that the Barcelona meeting next year will be better for industry support.

15. A ten minute break was taken

16. Committee group photo was taken

17. Factsheets

JG confirmed it was great to have one committee member responsible for overseeing the production and that ND did a great job. ND confirmed it was difficult to coordinate people, but that one leader is good for consistency. ND also stated that the office proof reading was great (JE/SM/RB) and would like to acknowledge help from Tomasz, Daniela and Pam. ND suggested a phone call for final revision, and JE suggested WebEx as you can view the documents onscreen.

ND confirmed the deadline for changes next year as May 2013 and that from 2013 the document will be revised every 3 years. JM suggested working with the SSC on the Factsheet as they have new documents coming out within the year. ND confirmed they will review with the SSC when there are big changes in a topic.

JG states fact sheets are not ready for patients. ND thinks they are good for patients. JC suggest adding a list of continence organisations to the back of the fact sheet. DT explains the plans for a new geomapping online system for continence organisations, SM's updated continence society database, and adding easy to read URLs for these organisations to the back of the fact sheet.

Action: ND arrange fact sheet phone call for final revision.

Action: JE to add factsheet to Feb agenda - possible collaboration with SSC?

18. Advertising

JG asks where we have a booth this year. DT speculates EAU as we have a European meeting. JG suggests SUFU, DT said we probably will not attend but will send materials.

Action: SM to confirm to JG which congresses the office is attending.

19. Promotional activity

Ties and scarves - JG confirmed we will be selling these at the conference, and queried whether to give free to the board? KM says no. PE suggested we also do a t-shirt, JG suggest we see how well the ties go down first. JM suggested having a picture of the items in the ICS Newsletter.

Give-aways - JG asks what free materials we are giving away; SM informs him the usual pins, pens, bags, as well as Barcelona tourism key-rings, magnets and notepads. DT confirms that there was no USB this year, and explains this was due to the lack of corporate sponsorship and we should have one in Barcelona. DT confirmed he would like to develop a mobile app for Barcelona, as they make more profit, and USB sticks are not so cutting edge any more. JG confirms we will stick with current freebies and review for Barcelona 2013.

Action: JG to review free items that we will have available at Barcelona exhibition.

20. Press affairs

JM is currently polishing up the press guidelines. PE queried if we worked with press/publications that are for patients. DT clarified that the mission of the society is to help the medical professionals who deal with incontinence rather than the patients. There are a lot of legal issues if we give patient advice. JM states that EAU and IUGA give patient advice and that the ICS are left behind. PE suggests we contribute articles to patient magazines, generic information rather than pharma based.

JG states the biggest issue is bringing local press to the meeting. JM asked what is happening with Limin's continence book, SM confirmed that this is nothing to do with the ICS and never has been, the Chinese Continence Association were going to launch their book at the meeting I believe was a promotion strategy.

JG states the problem with Kenes is that they do not talk to the PCC, they need to talk to the PCC more about press. JC is to take from JM on press affairs when JM leaves the committee.

Action: JM to teach JC procedures and practice of press affairs

Action: JE to send Kenes 2013 marketing plan to JG

Action: JE to request social media report from Kenes to send to JG

21. Budget

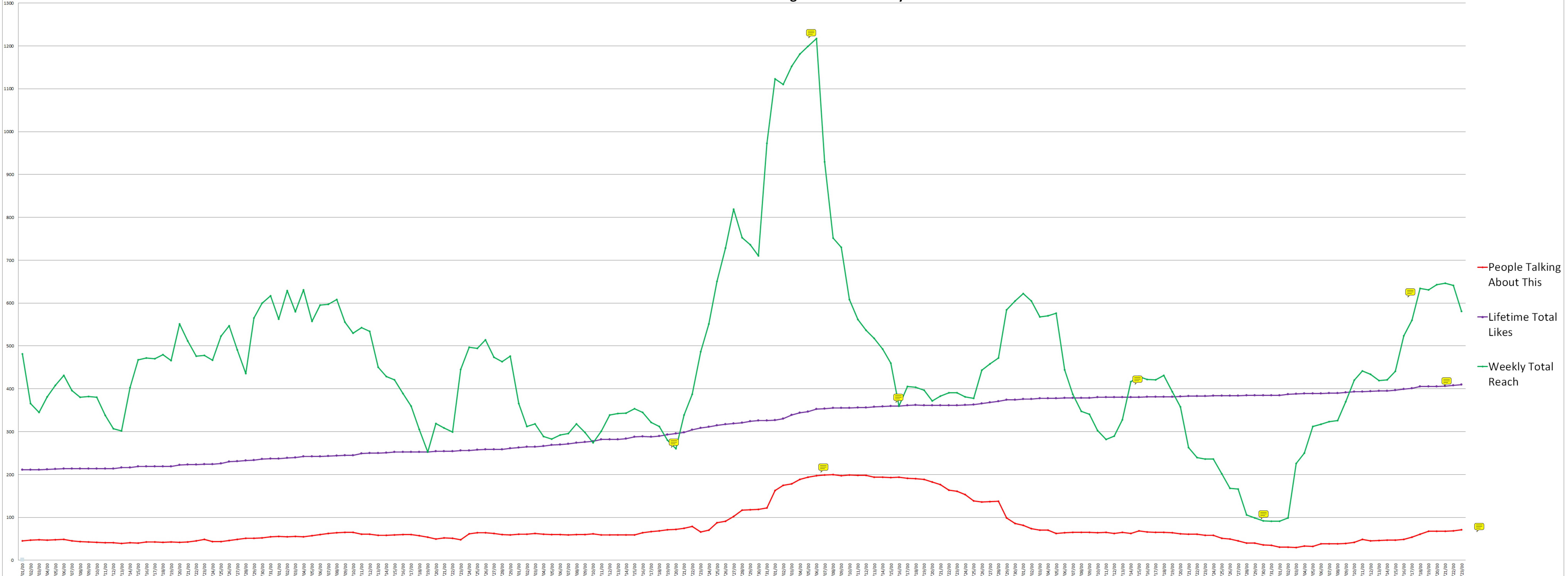
JG confirm that the budget is to include: ICS news, a mid-term meeting, and merchandise (which will be a separate request).

22. Mid-term meeting

JG states that the mid-term meeting is very important. All committee members must attend 2 out of 3 meetings.

23. JG thanks the committee and the ICS office for their hard work. Meeting Adjourned.

ICS Facebook Statistics: August 2012 -January 2013





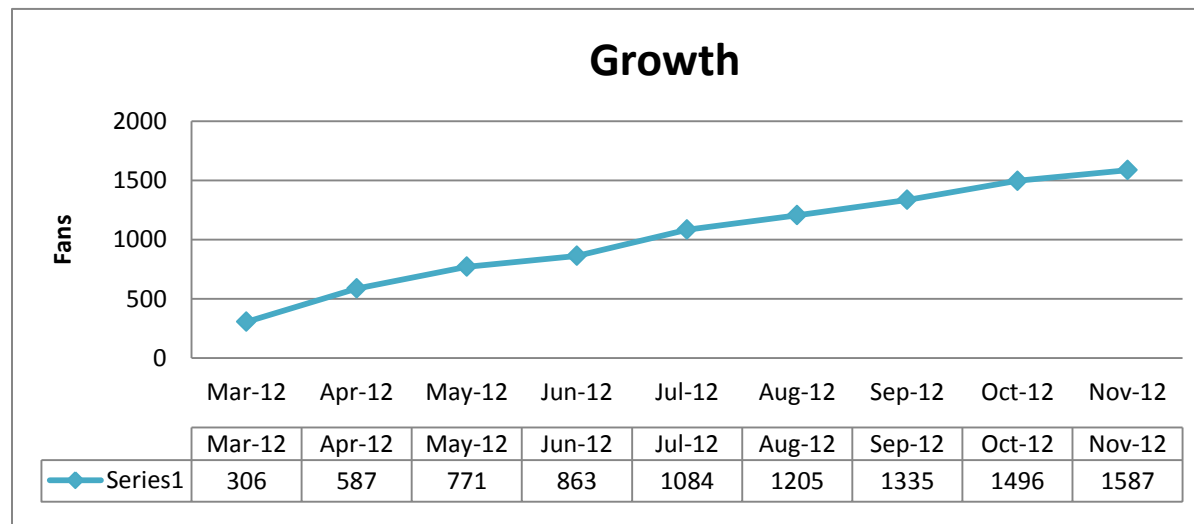
42nd Annual Meeting of the
International Continence Society (ICS)
 15 - 19 October 2012, Beijing, China
 国际尿控协会(ICS)第42届年会



Social Media Report
ICS Beijing

Continence – dispel the myths, reclaim the balance
 Continence – 驱散误解，重拾平衡

	March 2012	April 2012	May 2012	June 2012	July 2012	August 2012	Sept 2012	Oct 2012	Nov 2012
Facebook Page Fans	9	111	151	170	210	230	259	343	378
New fans		102	40	19	40	20	29	84	35
Twitter followers	97	194	239	291	412	462	506	526	547
New followers		97	45	52	121	50	44	20	21
LinkedIn members	200	282	381	402	462	513	570	627	662
New members		82	99	21	60	51	57	57	35
TOTAL	306	587	771	863	1084	1205	1335	1496	1587
Total Growth		281	184	92	221	121	130	161	91





42nd Annual Meeting of the
International Continence Society (ICS)
15 - 19 October 2012, Beijing, China
国际尿控协会(ICS)第42届年会



Overview of campaign:

- Launch of campaign on LinkedIn to the Kenes database from the platform itself.
- Reminders regarding “early bird rate” registration posted often
- Continual posting of conference announcements on networks according to marketing plan timeline.
- Questions and discussions were posted in order to provoke response
- Feedback was provided to existing discussions
- Interesting discussions were highlighted to gain more exposure amongst more group members.
- Tweets were sent out regarding Hotel bookings, event workshops, social events, visa to China and more related issues.
- Posted on Facebook page, in relation to the congress, and also posts that are just related to continence and patient care (such as “Pelvic Floor Exercise” video) to give the page a personal touch.
- Beijing city was highlighted as an orietnal, exquisite remarkable location.
- Congress Programme promoted continuously (Including, Full Scientific Programme, Nurses Forum, Public Forum, Round Table, Meet the Expert, Workshops, etc.)
- **Merged Twitter accounts and only use the @icsoffice account**
- Pre-Congress updates included:
 - Social Events
 - Beijing (Registration & Accomodation)
 - Scientific Programme
- Fan development on all platforms. (Join more groups on LinkedIn, Follow more people from the industry on Twitter, like more related pages on Facebook and more)
- Hightlight congress speakers with “Speaker Spotlight” (weekly)
- Promotion of ICS Office news posted by ICS Office staff (merged accounts mid-campaign)
- Encouragement from ICS Office to post the social networks links to their membership (was posted on their website)



42nd Annual Meeting of the
International Continence Society (ICS)
 15 - 19 October 2012, Beijing, China
 国际尿控协会(ICS)第42届年会



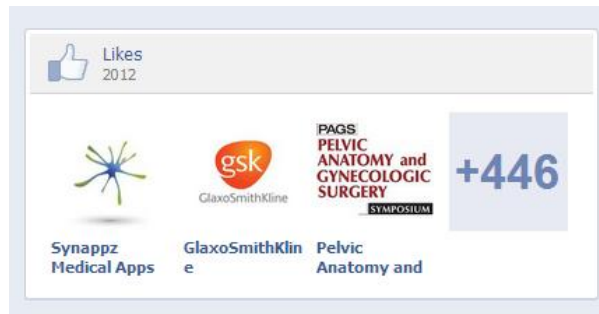
Twitter synchronized with ICS Office



YouTube Video of welcome message: 619 views



ICS Facebook Page likes relevant pages for more exposure:





42nd Annual Meeting of the
International Continence Society (ICS)
15 - 19 October 2012, Beijing, China
国际尿控协会(ICS)第42届年会

Continence – dispel the myths, reclaim the balance

Continence – dispel the myths, reclaim the balance



**NEWS**

The official site of the
INTERNATIONAL CONTINENCE SOCIETY
Registered UK charity #1074929
[Login](#) [ICS Home](#) > [News](#)

News

2/10/12 Social Networks at ICS 2012

[Ashley Brookes](#) United Kingdom 
The ICS office and exhibitors will be posting live updates on the ICS social media networks during the Annual Meeting 2012.

Why not join the conversation on Twitter, follow @icsoffice and use hashtag #ICSBeijing to live tweet at the event and to follow meeting events and updates.

On Facebook start a discussion or upload your pictures.

For LinkedIn RSVP to the event listing and join the online discussions.

The ICS office looks forward to welcoming you to Beijing and ICS 2012.

To join the ICS social media networks please click on the below links.

Related Links:

- [ICS Facebook](#)
- [ICS LinkedIn](#)
- [ICS Twitter](#)

Latest Continence News from around the World

- [MS Trust information on continence - what do you think? - MS Trust](#)
- [The Simon Foundation for Continence Announces ContinenceCentral.org - PR.com \(press release\)](#)
- [Guidelines issued for continence problems at school - Nursing Times](#)
- [Continence Specialist - Pro Bono Australia](#)
- [New treatment hailed for incontinence - Ninemsn](#)
- [Places to go; things to do - Santa Ynez Valley News](#)
- [BOTOX \(OnabotulinumtoxinA\) Garners US Food and Drug Administration ... - Equities.com](#)

[ICS Home](#)
[News Home](#)
[ICS 2012 Official Site](#)
[Find ICS on Facebook](#)
[Follow ICS on Twitter](#)
[Join ICS on LinkedIn](#)
[Contact ICS](#)
[ICS Continence Wiki NEW APP](#)
[Power Search](#)



02 October 2012

Office ideas for new e-news and newsletter names.

The whole office agreed with Ashley on the fact that the “newsletter” is now more of a magazine, and we should recognise this within the title. We also liked Dom’s idea of having a tagline for the magazine, e.g.:

“Continence”

The Official Magazine of the International Continence Society

eNews replacement ideas	Newsletter replacement ideas
Newsflash	Continence Community News
Monthly eUpdate	Continence Content
ICS News in Brief	Continence Times
ICS Members Update	Continence Today
ICS Catch-Up	Modern Continence
ICS Monthly News	ICS Members Bulletin
ICS Roundup	ICS Newsletter Online
News Flash	ICS Pages
Web News	Members Insight
eUpdate	Members Mag
	ICS Bulletin
	ICS Focus
	The ICS Magazine
	Continence
	Continence International
	Continence Management

Ashley:

Newsletter: it’s not a letter of news, it’s grown to be a magazine. If I read in the Annual meeting handout ‘Get your free copy of the ICS Magazine at the ICS BOOTH in the exhibition hall’. I’d actually go out of my way to get one. But not for a newsletter.

Dom:

If there is serious confusion – lets avoid “News” in one of them i.e.

eNews: ICS Update

Newsletter: ICS News

ICS Elected Positions

By applying for an ICS elected position you must be nominated and seconded by two ICS members. Please advise them to send an e-mail to the ICS office confirming this. Please complete the information below and send the completed form to sophie@icsoffice.org by 1 April 2013 in order for your nomination to be considered.

If you are applying for a Committee Chair position we ask that you also update your membership record biography with your goals and initiatives for the committee should you be elected.

NAME	
YOUR CURRENT POSITION	
COUNTRY OF RESIDENCE	
QUALIFICATIONS	
ICS MEMBERSHIP NUMBER	

POSITION APPLYING FOR	
NOMINATED BY	
SECONDED BY	

What interests you in this ICS position (100 words maximum)	
---	--

Outline the skills, abilities and experience and what qualifications, if any, you could bring to this position and committee. (200 words maximum)	
---	--

I have uploaded a photo of myself my membership record **Yes/No**

I have updated my membership record biography with my goals and initiatives should I be elected **Yes/No**

Do you already hold the position and are standing for re-election? **Yes/No**

I hereby confirm that I have completed my disclosure form/declaration of interest via my membership record on the ICS website, that I have read and understood the ICS Memorandum, Articles, and Bylaws, and the ICS Code of Conduct and agree to abide by these. If elected I understand what would be required of me to undertake an ICS position, and that I would accept the position. I also note that I am unable to canvass for my election to this post. In addition, I confirm that I am an upstanding member of the ICS and can confirm that I am not the subject of any disciplinary investigations, internal or external to my workplace."

Click here to view the [ICS Bylaws and Code of Conduct](#) & [Memorandum and Articles of Association](#)

Signed: _____ Date: _____

ICS 2013

Marketing Plan



Updated by: Avi Kletzel, Brand Manager
November 2012

Contents

Overview.....	3
Market Data and Analysis	5
Strategic Objectives	7
SWOT Analysis	7
Marketing Activities	7
Marketing Timeline Summary	9
Addendum A- Important Societies in the field (*indicates a Kenes organization)	11
Addendum B- Important journals	14
Addendum C- Important events to promote by	17

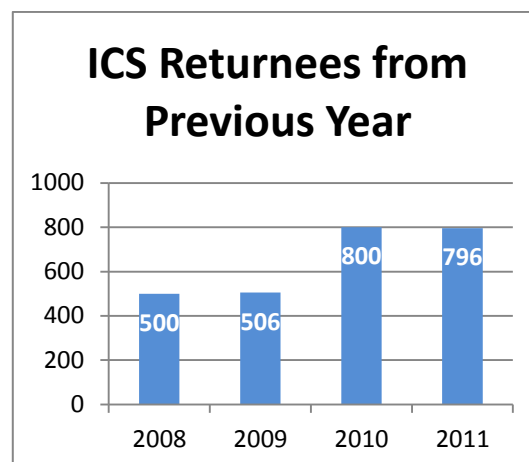
Overview

ICS 2013 is a 5 day international event focused on cutting-edge issues, technologies and techniques in the field of Incontinence. This will be the 43rd annual meeting.

Past congresses include¹:

- 2012 – Beijing, October 15. 930 abstracts received
- 2011 – Glasgow, 2,793 participants, 1,044 abstracts received
- 2010 – Toronto, 3,534 participants, 1,374 abstracts received
- 2009 – San Francisco, 2,553 participants, 1,003 abstracts received
- 2008 – Cairo, 2,450 participants, 954 abstracts received
- 2007 – Rotterdam, 2,523 participants, 679 abstracts received

ICS returnees usually comprise approximately 20%-23% of the previous year's delegates (average compared to other congresses), except for in 2010, when 30% from 2009 returned (possibly explained by proximity in location, both in North America). Below is a chart summarizing the number of returnees each year:



Competition

The congress topic, continence, is of interest to professionals in broader specialties and ICS will be competing with those broader congresses that include continence as one of their topics for its participants.

The European Urology Association ([EUA](http://www.eau.org)) holds an annual 5-day congress. The EAU has over 16,000 members² and expects over 15,000³ participants at the 2013 congress in Milan on March 15-19.

The American Urological Association ([AUA](http://www.auanet.org)) holds a 5-day meeting each year in May. The AUA has over 18,000 members⁴ and attracts over 11,000 delegates.⁵ 57% of these delegates were from outside the USA. The 2013 meeting will be May 4-8 in San Diego, CA.

¹ Participation numbers from KISS, abstract numbers from ICS office

² <http://www.uroweb.org/about-eau/membership/>

³ <http://www.eaumilan2013.org/the-congress/>

⁴ <http://www.auanet.org/content/about-us/about-us.cfm>

The International Urogynecological Association ([IUGA](#)) holds an annual 5-day meeting. In even years it takes place in August/September and in odd years it takes place in May/June. The [2012](#) meeting occurred in Brisbane, Australia on September 4-8, expecting 1,500 participants.⁶ The [2013](#) meeting will be May 28-June 1 in Dublin, Ireland and is expecting 4,000 participants.⁷ IUGA has over 2,500 members.⁸

The Societe Internationale D'Urologie ([SIU](#)) holds an annual 5-day congress in September/October. The 2012 congress took place September 30 in Fukuoka, Japan and the 2013 congress will be September 8 in Vancouver, Canada. SIU has 4,000 members and are expecting over 5,000 delegates at the 2012 congress.⁹

IUGA	SIU	EUA	AUA	IUGA	ICS	SIU
----- ----- ----- ----- ----- ----- -----						
4 Sept	30 Sept	15 Mar	4 May	28 May	26 Aug	8 Sept
2012	2012	2013	2013	2012	2013	2013

Related Kenes Events

WAS, EMAS, ISSAM, ESGO, IGCS, BGCS, AOCOG, APAGE

Scientific Programme

Unlike most other congresses, most of the ICS scientific programme is made up of abstract submissions. The scientific committee chooses from the submitted abstracts and selects those to be presented as sessions instead of having invited speakers. This way, the scientific programme is much more participant-based as opposed to being committee-based.

⁵ <http://www.aua2011.org/exhibitors/pdf/ExhibitorProspectus2011.pdf>

⁶ <http://www.iuga2012.com/exhibition.html>

⁷ ICCA

⁸ <http://www.iuga.org/?membership>

⁹ <http://www.siucongress.org/2012/userfiles/files/SIU%202012%20Invitation%20to%20Industry.pdf>

Market Data and Analysis

Geographic Breakdown

The largest segment of participants at ICS has always come from Western Europe regardless of location, but in years when the meeting takes place in Western Europe, the percentage of Western Europeans is higher. Over the last 5 years, we see a consistent rise in participants from East Asia & Pacific. The breakdown of participants by world region over the past 5 years is summarized below:

World Regions	2007 Rotterdam		2008 Cairo		2009 San Francisco		2010 Toronto		2011 Glasgow	
	Count	%	Count	%	Count	%	Count	%	Count	%
Western Europe	1726	69%	1444	59%	1080	42%	1380	39%	1676	60%
North America	300	12%	176	7%	793	31%	1136	32%	358	13%
East Asia & Pacific	280	11%	424	17%	381	15%	476	14%	495	18%
Eastern Europe	93	4%	86	4%	195	8%	223	6%	110	4%
Middle East	50	2%	229	9%	27	1%	54	2%	34	1%
Central & South America	25	1%	49	2%	69	3%	232	7%	81	3%
Rest of World	25		37		7		30		23	
Total	2499		2445		2552		3531		2777	

When ICS was held in Toronto, it was able to attract a much larger group of delegates from Central & South America. The Spanish location presents an opportunity for a larger number of delegates from that region due to the connection between Spain and that region.

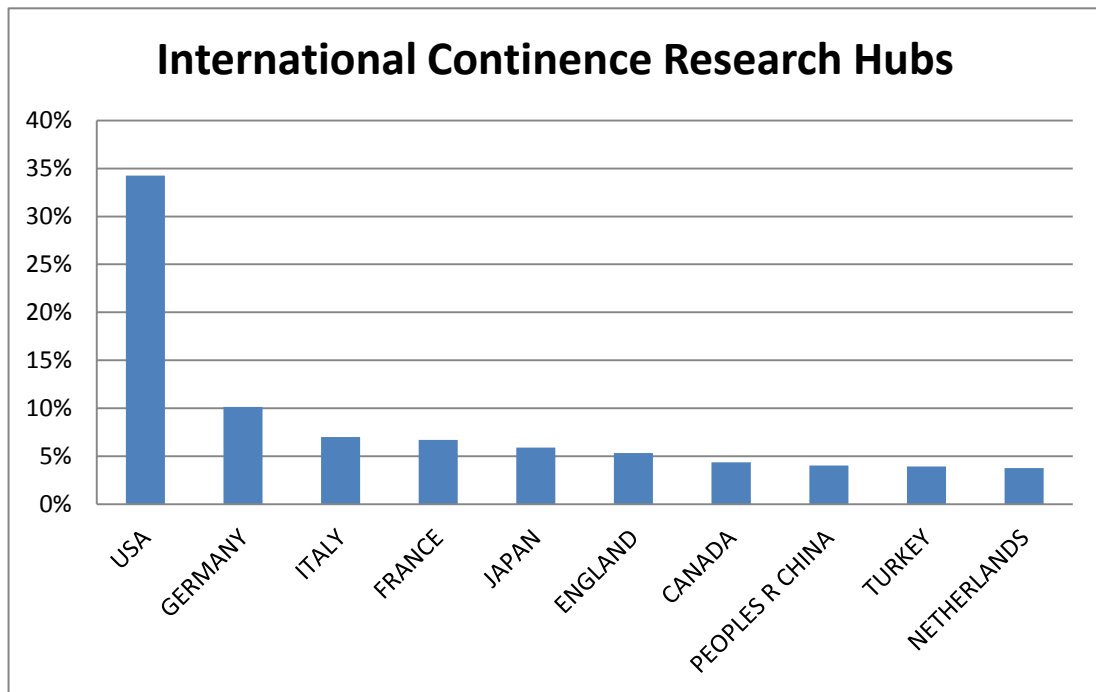
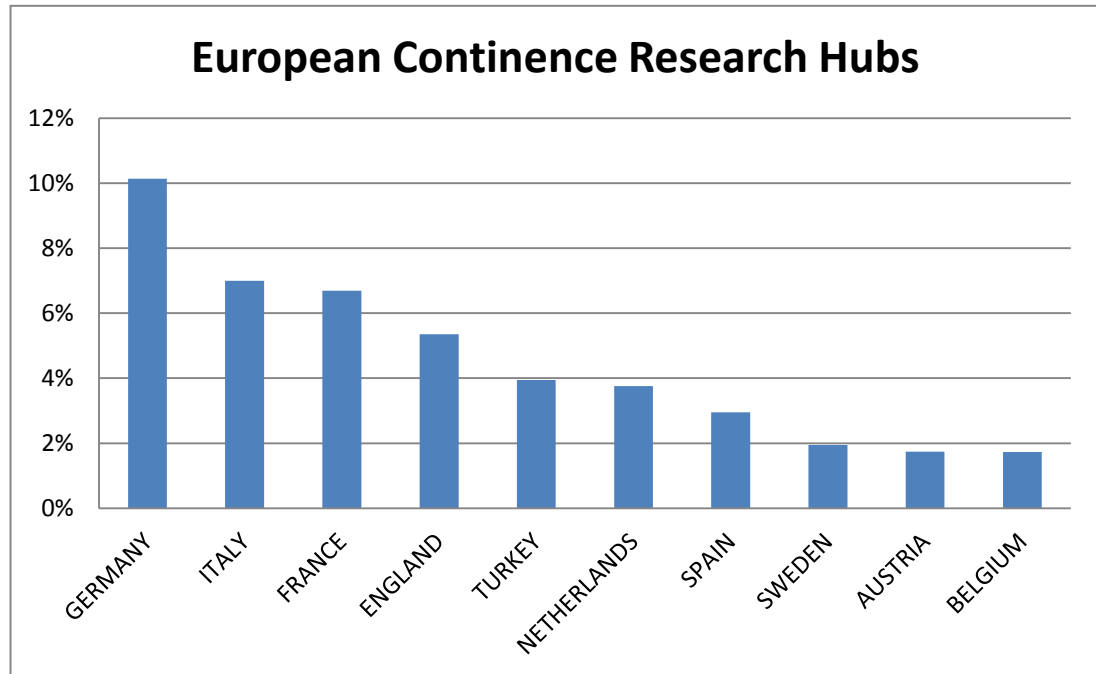
Professional Role and Age

This congress is practitioner-orientated. The primary professional role is clinical practitioner (60%) and secondary roles include nurse/healthcare practitioner (11%), corporate professional (10%) and clinician researcher (9%). This congress does not attract large amounts of young professionals, averaging in the past 7%-13% participants under the age of 35.

Professional Expertise

The primary specialties for ICS are urologist (30%) and uro-gynecologist (25%). Secondary specialists are physio/continence advisor (15%), gynecologist (15%) and nurse (10%).

Research Hubs



Strategic Objectives

- Brand ICS 2013 as a critical congress in the study of Incontinence
- Strengthen the congress brand with the aim of expanding the potential market for future congresses
- To reach as many clinical practitioners and researchers specializing in Urology and Gynaecology.

SWOT Analysis

Strengths <ul style="list-style-type: none">• Strong European support• Unique in topic• Loyal delegate base	Opportunities <ul style="list-style-type: none">• Return to Europe• Latin American growth
Weaknesses <ul style="list-style-type: none">• Harder to target participants as topic is an interest and not a medical specialty	Threats <ul style="list-style-type: none">• Proximity to SIU• Proximity to IUGA

Marketing Activities

- **Concept Congress**

Kenes Media has worked intensively to create a strong and consistent brand for the ICS congresses – strong brand produces recognition and awareness of the congress. The congress concept serves as the visual basis of all marketing materials.

- **Congress Website**

The ICS 2013 website will be the core marketing tool that serves as the central platform of information. Its design is similar to previous congress sites – creating familiarity and intuition among its users. The same visual branding is carried through in the social media networks. The site incorporates a user friendly interface and content enriched homepage to enable Search Engine Optimization (SEO). The design of the website will be based on the congress concept. It connects potential attendees to the conference, keeping them informed and up-to-date of all things relating to the congress. Calls to action (i.e. submit your abstract, register now) will be clearly highlighted and content will be concise and appealing.

Due to its Barcelona site, we have identified an opportunity to target Latin American/Iberian audience. For this reason, we propose launching a bilingual (double) site in English and Spanish.

- **Promotion through Societies and Associations**

International, regional and national societies and associations in relevant fields will be contacted for promotional opportunities including webmail distribution, online event listings and web banners. See Addendum A for a complete list of pertinent societies and associations.

- **Journals – Print Ads and Online Banner Advertising**

Print ads and online banners will be placed in targeted publications and websites, pending barter agreements and budget allocation. Please see Addendum B for a full list.

- **Webmail Campaign**

A database of **24,000** potential participants has been created, covering the key professional roles, expertise and fields of interest of the congress participants, based on previous congresses. The webmail campaign will consist of approximately 15 webmails, according to the following tentative schedule:

Subject	Date
Save the date	December 10, 2012
Key speakers, social media, abstract reminder	Jan 23, 2013
One month to abstract submission	February 28, 2013
One week to abstract submission	March 25, 2013
Topic TBD	April 1, 2013
About Barcelona, social media news	April 15, 2013
Scientific programme, topic TBD	May 9, 2013
One week left to save on registration	June 3, 2013
Two months to congress, meet the speakers	June 20, 2013
Topic tbd/book your room	July 15, 2013
Last call to register, social media	Aug 5, 2013
Dear participant letter	Aug 20, 2013
Post-congress survey	Sept 2, 2013

- **Cross-Promotion with ICS Society**

Kenes Media recommends the following action items to effectively promote the congress among ICS members.

- Prominent banners on ICS homepage
- Regular items and banners in ICS newsletter
- Barter agreement with society journal
- Production of branded banners, email signatures and PPT slides for promotion of congress by ICS members and affiliates

- **Postal mail**

Kenes Media recommends sending a postcard announcing the abstract submission and early registration deadlines in January 2013. The recommended mailing size is 17,000. We will include a QR code on the postcard to track receipt and retention; furthermore, we can write on the postcard “Redeem this card for a free _____”, as this will help track use as well and strengthen brand awareness and recognition.

- **Promotion at Important Events**

We recommend distribution of promotional materials and/or booth attendance at identified congresses and meetings in the field. See Addendum C for a complete list of relevant events.

- **Search Engine Marketing**

Online promotion for ICS 2013 will be executed through Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising campaigns.

- **Search Engine Optimization (SEO)**

The conference website will be optimized to reach the highest possible ranking for searches of the following selected keywords as listed below in the leading search engines (Google, Yahoo), to achieve high visibility on Internet channels and reach a global prospective audience. This is done through the manipulation of keywords, the addition of relevant content to the site, and through link exchanges with relevant homepages.

- **Google Ad Words/Pay-Per-Click (PPC) Campaign**

PPC (Pay-Per-Click) is an effective way of appearing at the top of Google search pages. In addition it serves as a type of advertising banner in order to ensure the number one position on Google searches and therefore high visibility and awareness. The PPC campaign will be launched once the abstract submission deadline is announced.

- **Social Media Marketing**

ICS 2013 social media will consist of the existing channels—Facebook, Twitter and LinkedIn. ICS Society and Kenes Media will continue to jointly operate and update the social media groups.

- **E-Calendars**

Calendar dates and congress information have been posted on more than 30 top medical calendar sites as well as niche calendars.

Marketing Timeline Summary

	2012		2013		
Activity	Oct. – Dec.		Jan.- March	April - May	June – Aug.
Website	Launch in Oct 2012	Continue updating site with calls to action throughout congress cycle			
Webmails	15 targeted Webmails				
Snail Mail		Promotional postcard sent via post			
SEO	Search Engine Optimization for selected keywords				
PPC			PPC Campaign		
Calendar listing	E-calendar listings will be posted on 30 major calendars				
Social Media		Social Media accounts maintained throughout the life of the Congress, with official 2013 launch in November 2012			
Advertising		Ads placed via barter in targeted journals			
Promotion - Events	Promotion at important events and the organization of booths/ displays				
Promotion - Societies	Promotion among relevant societies				
Survey					Onsite

Addendum A- Important Societies in the field (*indicates a Kenes organization)

Society Full name	E-mail	URL
American College of Obstetrics and Gynecology	meetings@acog.org	http://www.acog.org/
American Gynecology and Obstetrics Society	maryeiken@agosonline.org	http://www.agosonline.org/
American Society for Basic Urological Research (SBUR)	mailto: info@sbur.org	http://www.sbur.org/
American Urogynecologic Society	info@aug.s.org	http://www.augs.org/
American Urological Association	Convention@AUAnet.org	http://www.aua2011.org/index.cfm
Archivos Espanoles de Urologia	urologia@arch-espanoles-de-urologia.es	http://www.arch-espanoles-de-urologia.es/
Asia and Oceanic Federation of Obstetrics and Gynecology	secretariat@aofog.org	http://www.aofog.org/
Asia Pacific Association of Paediatric Urologists (APAPU)	kate@apapu2011.com	http://apapu2011.com/
Asociacion Espanola de Urologia	secretariatecnica@aeu.es	http://www.aeu.es/
Associacao Portuguesa de Neuro-Urologia e Uro-Ginecologia	geral@apnug.pt	http://www.apnug.pt/
Associacao Portuguesa de Urologia	apurologia@mail.telepac.pt	http://www.apurologia.pt/
Association Francaise d'Urologie	afu@afu.fr	http://www.urofrance.org/
Associazione Urologi Italiani	sintesis@uinet.it	http://www.auro.it/
Austrian Association of Urologists	catherine.altermann@medacad.org	http://www.urologisch.at/
Austrian Urogynecology Working Group	thomas.aignmueller@medunigraz.at	http://www.urogyn.at/
Belgische Vereniging voor Urologie	info@bv.u.be	http://www.bvu.be/Home.html
Bladder and Bowel Foundation	info@bladderandbowelfoundation.org	http://www.bladderandbowelfoundation.org/
British Association of Urological Surgeons	http://www.baus.org.uk/AboutBAUS/Contact-details?referer={07dfe502-a031-4c0d-afb3-436ce372ef9e}&noemail=1	www.baus.org.uk
British Society for Gynaecological Endoscopy (BSGE)	mailto:admin@bsge.org.uk	http://www.bsge.org.uk/
Colombian Association of Urogynecology	carlosadiaztamara@gmail.com	http://ascogur.org/

Czech Urological Society	sekr@cus.cz	http://www.cus.cz/
Deutsche Gesellschaft fuer Urologie	info@dgu.de	http://www.urologenportal.de/
Dutch Urology Association	nvu@xs4all.nl	https://www.nvu.nl/
Endourological Society	michelelij@aol.com	www.endourology.org
European Association of Urology	info@uroweb.org	http://www.uroweb.org/
European Association of Urology Nurses	eaun@uroweb.org	http://www.uroweb.org/nurses/european-association-of-urology-nurses-eaun/
European Board & College of Obstetrics and Gynaecology	charlotte.mercer@btinternet.com	http://www.ebcog.org/
European Board of Urology	ebu@ebu.com	http://www.ebu.com/
European School of Oncology	eso@eso.net	http://www.eso.net/#
European Society for Gynaecological Endoscopy	centraloffice@esge.org	http://esge.org/?p=home
European Society of Gynecology	e.sedbon@orange.fr	http://www.seg-web.org/
European Society of Residents in Urology	http://esru.uroweb.org/write-to-esru/	http://esru.uroweb.org/
European Urogynaecological Association	http://www.eugaooffice.org/	info@celebrascience.com
Federacion Latinoamericana de Sociedades de Obstetricia y Ginecologia	http://www.flasog.org/index.php?option=com_contact&view=contact&id=1&Itemid=62	http://www.flasog.org/
French College of Obstetricians and Gynaecologists	cngof@club-internet.fr	http://www.cngof.asso.fr/
German Society of Gynecology and Obstetrics	dggg@mastermedia.de	http://www.dggg.de
Hellenic Obstetric & Gynaecological Society	mailto:helobgyn@otenet.gr	http://www.hsog.gr/
Hellenic Urological Association	hua@huanet.gr	http://www.huanet.gr/en/
Institute of Obstetricians & Gynaecologists, Royal College of Physicians of Ireland	mailto:iog@rcpi.ie	http://www.rcpi.ie/Faculties/Pages/ObstetriciansandGynaecologists.aspx
International Federation of Gynecology and Obstetrics	http://www.figo.org/contact	http://www.figo.org/
International Society for the Study of Bladder Pain Syndrome	email@jpvandemerwe.nl	http://www.essic.eu
International Society of Ultrasound in Obstetrics and Gynecology	info@isuog.org	http://www.isuog.org/
International Urogynecological Association	office@iuga.org	www.iuga.org/
Italian Association of Urogynecology	uroginec@gmail.com	

Italian Federation of Incontinence Patients	http://www.finco.org/Segreteria/Segreteria-Nazionale.html	www.finco.org
Italian Group of Uropathology	mailto:maurizio.colecchia@istitutotumori.mi.it	http://www.giupath.org/public/fla tnuke/index.php
Nederlandse Vereniging voor Obstetrie en Gynaecologie	info@nvog.nl	http://www.nvog.nl/
Nucleo Brasileiro de Uroginecologia	rodrigo.castro@uol.com.br	
Portuguese Society of Urogynecology	negrao.liana@gmail.com	
Renal Society of Australasia	rsaboard@renalsociety.org	http://www.renalsociety.org/
Royal College of Obstetricians and Gynecologists	mailto:publications@rcog.org.uk	http://www.rcog.org.uk/
Schweizerische Gesellschaft für Gynaekologie und Geburtshilfe	sekretariat@sggg.ch	http://www.sggg.ch/de/
Sociedad Argentina de Urologia	sau@sau-net.org	http://www.sau-net.org/
Sociedad de Obstetricia y Ginecología de Venezuela	adrianajosefinaquintero@hotmail.com	http://www.sogvzla.org/sogvzlawebold/ascindex.php
Sociedad Espanola de Ginecologia y Obstetricia	atencionusuario@sego.es	http://www.sego.es/
Sociedad Iberoamericana de Neurourologia y Uroginecologia	secretaria@sinug.org	http://www.sinug.org/index.php
Sociedad Mexicana de Urologia Ginecologica	fsergioalberto@hotmail.com	http://www.smug-ac.com/
Sociedade Brasileira de Urologia	escritorio_brasilia@sbu.org.br	www.sbu.org.br
Societa' Italiana di Ginecologia e Ostetricia	federazione@sigo.it	http://www.sigo.it/home/
Societe Internationale d'Urologie	mailto:central.office@siu-urology.org	http://www.siu-urology.org/
Society for Gynecological Investigation	sgiava@aol.com	http://www.sgionline.org/mc/page.do;jsessionid=4553D8B67FE84625F9627337EF94BFD1.mc1?sitePageId=162
Swiss Society of Urology	office@cpconsulting.ch	
Urogynaecological Society of Australasia	info@ugsa.org.au	http://www.ugsa.org.au/
Urological Association of Asia	angie.see.b.g@sgh.com.sg	http://www.uaanet.org/index.html

Addendum B- Important journals

	Journal	Society	Publisher	URL	Frequency
1st Tier	Neurourology and Urodynamics	ICS	Wiley-Blackwell	http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1520-6777	8 a year
	Urology	Société Internationale d'Urologie	Elsevier	http://www.journals.elsevier.com/urology/	Monthly
	Journal of Urology	American Urological Association	Elsevier	http://www.jurology.com/	Monthly
	British Journal of Urology International		Wiley-Blackwell	http://www.bjui.org/default.aspx	24 a year
	European Urology Supplements		Elsevier	http://www.elsevier.com/locate/journaldescription.cws_home/669067/bibliographic	Monthly
	International Urogynecology Journal		Springer	http://www.springer.com/medicine/gynecology/journal/192	Monthly
	Journal of Endourology	Endourological Society, Japanese Society of Endourology, Sociedad Colombiana de Urologia	Mary Ann Liebert, Inc.	http://www.liebertpub.com/end	Monthly
2nd Tier	European Urology	European Association of Urology	Elsevier	http://www.europeanurology.com/	Monthly

	Urologia Internationalis	Deutsche Gesellschaft für Urologie	Karger	http://content.karger.com/ProdukteDB/produkte.asp?Aktion=JournalHome&ProduktNr=224282	8 a year
	International Journal of Urology	Japanese Urological Association	Wiley-Blackwell	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1442-2042	Monthly
	Progrès en Urologie		Elsevier	http://www.elsevier.com/wps/find/journaldescription.cws_home/713532/description#description	17 a year
	Urologic Oncology: Seminars and Original Investigations	Society of Urologic Oncology	Elsevier	http://www.journals.elsevier.com/urologic-oncology-seminars-and-original-investigations/	Monthly
	Gynecologic Oncology	Society of Gynecologic Oncology	Elsevier	http://www.journals.elsevier.com/gynecologic-oncology/	Monthly
	European Journal of Obstetrics & Gynecology and Reproductive Biology		Elsevier	http://www.journals.elsevier.com/european-journal-of-obstetrics-and-gynecology-and-reproductive-biology/	Monthly

Online journals and newsletters:

- <http://www.icsoffice.org/Documents/Documents.aspx?FolderID=9>
- <http://www.icsoffice.org/Documents/Documents.aspx?FolderID=27>
- <http://www.dovepress.com/research-and-reports-in-urology-journal>
- <http://www.hindawi.com/journals/au/>
- <http://www.biomedcentral.com/bmcurol/>
- <http://www.isrn.com/journals/urology/>
- <http://www.urologyannals.com/>
- <http://www.intechopen.com/books/urinary-incontinence>
- <http://www.hindawi.com/crim/urology/>
- <http://www.uroweb.org/about-eau/subscribe/>
- <http://www.siu-urology.org/newsletter.aspx>
- <http://iugasource.com/newsletter/july/enews-july.html>

Addendum C- Important events to promote by

Name	Society	City	Start date	Size	Contact	Website URL	Scope
III Curso de los Grupos de Trabajo de la Asociacion Espanola de Urologia	Asociacion Espanola de Urologia	Madrid	15 Jan 13		secretariat.ecnica@aeu.es	http://www.aeu.es/aeu_webs/Reuniones/IIICursoGT/default.aspx	National
VIII Congresso Nacional da Associacao Portuguesa de Neuro-Urologia e Uro-Ginecologia	Associacao Portuguesa de Neuro-Urologia e Uro-Ginecologia	Lisbon	25 Jan 13		apurologia@mail.telepac.pt	http://www.apnug.pt/	National
UROFAIR 2013 - Asia Pacific Congress of Urological Diseases		Singapore	7 Mar 13		info@urofair.com	official site shall be found here: http://www.cvent.com/events/urofair-2012/custom-40-e294a4662a044e5cac2258717e3f85c8.aspx	Asia Pacific
28th Annual European Association of Urology Congress	European Association of Urology	Milan	15 Mar 13	15000	http://www.eaumilan2013.org/the-congress/contact/	http://www.eaumilan2013.org/	Europe
14th International Meeting of the European Association of Urology Nurses	European Association of Urology Nurses	Milan	16 Mar 13	400	eaun@uroweb.org	http://www.eaumilan2013.org/14th-eaun-meeting/	International
Annual Meeting of the International Society for the Study of Bladder Pain Syndrome 2013	International Society for the Study of Bladder Pain Syndrome	Kyoto	21 Mar 13		email@jpvandemerw.e.nl	official site shall be found here: http://www.essic.eu/	International
AUA Annual Meeting 2013	American Urological Association	San Diego, CA	4 May 13	15000	convention@AUAnet.org	http://www.auanet.org/2013.org/	USA
XXXII Congresso Nacional de la Sociedad Espanola de Ginecologia	Sociedad Espanola de Ginecologia	Madrid	22 May 13		atencionusuario@seg.es	http://www.sego.es/	National

Ginecologia y Obstetricia	y Obstetricia						
38th Annual Meeting of the International Urogynecological Association	International Urogynecological Association	Dublin	28 May 13	1800	office@iuga.org	http://www.iuga.org/?2013meeting	International
6th International Symposium on Focal Therapy and Imaging in Prostate & Kidney Cancer		Noordwijk	29 May 13		info@focaltherapy.org	official site shall be found here: http://www.focaltherapy.org/	International
Annual Meeting of the Austrian Society of Gynecology and Obstetrics and Bavarian Society of Obstetrics and Gynecology 2012	Austrian Urogynecology Working Group	Innsbruck	29-May-13		thomas.aigmueller@medunigraz.at	http://www.oegg.at/kongresskalender/2013/single-ansicht.html?tx_ttnews%5Btt_news%5D=226&tx_ttnews%5BbackPid%5D=16	National
41st Annual Renal Society of Australasia Conference	Renal Society of Australasia	Hobart	5 Jun 13		rsa2013@arinex.com.au	www.rsa2013.org/	Asia
BAUS 2013 Annual Meeting	British Association of Urological Surgeons	Manchester	17 Jun 13		events@baus.org.uk	http://www.baus.org.uk/Calendar/events/2013/june/baus-2013	UK
RCOG World Congress in Obstetrics and Gynaecology 2013	Royal College of Obstetricians and Gynaecologists	Liverpool	24 Jun 13	1500	info@rcog2013.com	http://www.rcog2013.com/	International
14th Australasian Prostate Cancer Conference 2013		Melbourne	7 Aug 13	1500	info@prostatecancercongress.org.au	http://www.prostatecancercongress.org.au/	Australasia
33rd Congress of the Societe Internationale d'Urologie	Societe Internationale d'Urologie	Vancouver	8 Sep 13	4500	central.office@siu-urology.org	official site shall be found here:http://www.siucongress.org/	International
10th Congress of the	European Society of	Brussels	17 Sep 13	2300	seg2013@btcongress	http://www.seg2013.com/	Europe

European Society of Gynecology	Gynecology				.com		
65th Kongress der Deutschen Gesellschaft fuer Urologie e.V.	Deutsche Gesellschaft fuer Urologie	Dresden	25 Sep 13		info@urologenportal.de	http://www.dgu-kongress.de/index.php?id=351	National
23rd World Congress on Ultrasound in Obstetrics and Gynecology	International Society of Ultrasound in Obstetrics and Gynecology	Sydney	6 Oct 13	2000	info@isuog.org	official site shall be found here: http://www.isuog.org/WorldCongress/2012/Future+World+Congresses/	International
34th Annual American Urogynecologic Society Scientific Meeting	American Urogynecologic Society	Chicago, IL	16 Oct 13	1000	info@aug.org	www.augs.org/	USA
31st World Congress of Endourology and SWL		New Orleans, LA	22 Oct 13	1000	BRLEE@TULANE.EDU	official site shall be found here:http://www.wce2013.com/index.php/comingsoon/	International
6th Leading Lights in Urogynaecology	European Urogynaecological Association	TBA	1 Nov 13		info@celebrascience.com	http://www.europaoffice.org/future-meetings/218-3	Europe
XXXIV Congresso Brasileiro de Urologia	Sociedade Brasileira de Urologia	Natal, RN	16-Nov-13		escritorio_brasilia@sbu.org.br	official site shall be found here: http://www.sbu-sp.org.br/site/index.php/calendario---reader/events/xxxiv-congresso-brasileiro-de-urologia.html	National
3rd International Meeting on Challenges of Endourology and Functional Urology		Paris	June 2013		info@challenges-endourology.com	official site can be found here: http://www.erasmus.gr/en/congresses/athens/2012/cie2012/	International