



ALLERGY SCHOOL IN TAORMINA 2023

Marketing Plan

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1. General information

The Event – [Official Website](#)

The Allergy School on Food Allergy Diagnosis Treatment and Prevention will take place from the 23rd to the 25th of March 2023, in Taormina Italy. In this edition of the allergy school, attendees will learn about the impact of food allergy on patients and their families and get different perspectives to its treatment and prevention. Additionally, during this meeting participants will access a networking hub and have several opportunities for informal interactions and fruitful discussions with experts in the field and colleagues.

Target Audience

This meeting has the highest scientific standards and is aimed at healthcare professionals interested in the diagnosis, treatment, and prevention of food allergy. Additionally, we look forward to welcoming researchers, PhD students and scientists, who are active in the field of immunonutrition. Junior Members' participation is especially encouraged.

Educational Aims

The goal of this meeting is to discuss advanced and up-to-date epidemiology of food allergy, to provide the latest scientific content about food allergens, to describe the advantages of new diagnoses in food allergy, and to provide a comprehensive perspective on the treatments, as well as on the psychological and socio-economic burden of food allergy.

Expected Outcome and Potential Impact on Practice After this Allergy School

These are the expected outcomes for the participants of the Allergy School:

After this meeting, attendees will be aware of all the cutting-edge information on food allergy diagnosis and prevention. Moreover, we aim to provide attendees with the practical skills and knowledge to provide guidance to their patients.

- Course attendees will update their knowledge about state-of-the-art clinical care and evidence to support emerging tests and treatments for food allergy.
- Course attendees will have the opportunity for practical guidance and hands-on experience that they can bring to their day-to-day clinical practice.
- By networking and interacting informally with faculty and their attendees, participants will have plenty of opportunities to ask questions and to understand different perspectives and experiences in different parts of Europe contributing to a more homogenous and standardized care for food allergic patients.

1. Marketing Activities

EAACI develops a broad range of marketing activities targeting both internal and external audiences. For the Allergy School, we especially focus on health care professionals, researchers, scientists, and young professionals. Taking into consideration the smaller scope of this event (Less than 130 participants in total), we will promote the event in key spaces and encourage the participation of EAACI junior members. The following section briefly explains the activities that will be conducted by the Marketing and Communications team:

Promotional mass mailing

- Dissemination of a series of promotional e-mails to EAACI internal listings (around 9'000 members, with special focus on our Junior Members list, which currently gathers more than 5000 subscribers)
- Audience includes members. Emails' content requires a balanced mix of scientific content (speaker quotes / updates, programmes highlights) and meeting logistical information (fees, abstract submission, etc)
- Promotional e-mails campaign starts with the opening of abstract submission period (**November 2022- to be confirmed**)

EAACI Weekly Highlights

- Dissemination of a series of promotional e-mails to EAACI external listings (around 50'000 people)
- Audience includes members and non-members.

EAACI Corporate website

- Key platform for all EAACI Allergy Schools information hosting and registration link. All advertisement is redirecting to the Allergy School page and its content is updated on a regular basis.
- Regular insertion of news pertaining to the event on the EAACI Newsfeed, the main source of real-time information on the website

EAACI social media

- Regular content being posted on a weekly basis on all EAACI official profiles (Facebook, Twitter, LinkedIn)
- An average following of 10.000 on Facebook, 9.850 on LinkedIn and 8.400 on Twitter.
- Focus on content to be spread through our LinkedIn profile as it is our most valuable and engaging-driving channel
- Partnership with the EAACI Junior Members Assembly official profile for content dissemination and scheduling.
- Through these channels, we will target a broad audience, and enhance the visibility of the Allergy School, reaching the networks of our chairs, speakers and followers of EAACI.

2. Promotional Material

Allergy School – Save the Date banner



Allergy School A4 Advertisement



3. Tentative imeline

ALLERGY SCHOOL IN TAORMINA 2023



SEPTEMBER- OCTOBER



- Save the date
- Graphic designing
- Promotional Plan
- Preparing and publishing the website
- Inclusion on the Weekly Highlights (to be confirmed)

NOVEMBER



- Abstract Submission and Preliminary Scientific Programme
- Welcome to the Allergy School email
- Social Media updates
- Inclusion on the Weekly Highlights

DECEMBER



- Scientific Programme
- Website updates
- Social Media Campaign
- Weekly Highlights
- Crosspromoting

JANUARY



- Early fee description reminder.
- Social Media promotion focused on Scientific Content
- Weekly Highlights

FEBRUARY



- Final announcements in mass emails and SoMe.
- Quotes from the Top Speakers on Social Media.
- Weekly Highlights
- CME Accreditation announcement
- Finalising Certificates

MARCH



- Sending all the relevant information to attendees.
- Updates about the event on Social Media
- Thank you email to attendees and certificates.