

EAN Congress Challenge

The EAN developed a congress challenge for the 7th Congress of the European academy of Neurology. Every industry partner and neurohood partner can be part of the congress challenge and can challenge the EAN participants with questions about their products, industry sponsored sessions, news, booth content, etc.

The aim of the challenge is to draw even more attention to the industry network area and neurohood area. The participation is not compulsory, but it is recommended by the congress organisation.



Outline

EAN defined a couple of congress challenge prizes such as free congress registration for the EAN Congress 2022 or a free membership for one year. Our partner can arrange challenges (questionnaires) on their profiles. Participants complete challenges and assign the points they collect to their favourite price.

Benefits:

- Generate traffic to the industry network area and neurohood area
- Increase user engagement
- Free of charge for all industry partner and neurohood partner

What needs to be prepared by the partner?

The requirements are not very complex and can be uploaded directly to the CMS by all partners. For the upload you will need to prepare:

- Up to 5 questions with 5 answers each (only one answer must be correct)
- A banner:
 - o Graphic file type: .png or .jpg
 - o Graphic dimensions: 436 px wide x 244 px high, min 72 dpi
 - o Challenge title: max. 30 characters
 - o Challenge description: max. 180 characters

Deadline for upload and decision to participate is the 7th June 2021.

Please contact industry@ean.org for any questions.

How is the challenge implemented on the profile?

The screenshot displays a company profile page with a blue header containing the 'ean congress virtual 2021' logo and navigation links: HOME, LIVE, PROGRAMME, ePOSTER, EAN WORLD, INDUSTRY, and SEARCH. A ticker text reads: 'Ticker text with your message ... visit lorem ipsum for new lorem deals dummy text. Ticker text du...'. Below the header, a 'Back' link is visible. The main content area is titled 'Company Profile with Challenge'. A prominent blue banner reads: 'EXHIBITOR LEVEL Company Profile Banner min 1368 x 200 px .jpg or .png'. The company description includes a title 'Company Description Title' and a paragraph: 'We have 3 global businesses that research, develop and manufacture innovative pharmaceutical medicines, vaccines and consumer healthcare products. Our goal is to be one of the world's most innovative, best performing and trusted healthcare companies. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork. Our values and expectations are at the heart of everything we do and help define our culture - so that together we can deliver extraordinary things for our patients and consumers and make GSK a brilliant place to work. Our values are Patient focus, Transparency, Respect, Integrity. Our expectations are Courage, Accountability, Development, Teamwork.' Below this is a 'Competences/Topics' section with the text 'Keyword, Keyword, Keyword'. To the right, a 'Contact' section lists: 'Address: Hoffn 2070 Switz', 'Website: www.gsk.com', and 'Email: Baselwebmaster@roche.com'. A blue callout box on the right side of the page contains the following text: 'The industry/neurohood partner can implement one challenge with up to 5 questions (5 answers per question) on the company profile. On the profile the participant sees a **blue clickable banner** with the name of the challenge. By clicking on the banner, the challenge opens, and the questions can be answered. At the end of the challenge, the participant can assign the collected point to a prize. For plus and superior packages, the positioning of the challenge can be chosen by the industry partner.' An arrow points from the callout box to the challenge banner. Below the banner, a blue bar reads 'TAKE THE CASE QUIZ NOW TO WIN ONE OF THE PRIZES'. Underneath, a challenge card shows 'Challenge A Challenge Title' and '40 points'. A section titled 'WANT TO KNOW MORE ABOUT THE CHALLENGES?' includes a link '→ Congress challenge overview'. At the bottom of the page, there are 'Back', 'previous', and 'next' navigation links. The footer contains 'Imprint', 'Terms', 'Privacy statement', 'Contact', and the 'ean european academy of neurology' logo.

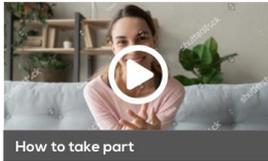
Ticker text with your message ... visit lorem ipsum for new lorem deals dummy text. Ticker text d

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The challenges can also be entered via the “EAN Congress Challenge” landing page.

Challenge Overview Title



Use your brains to solve a case or answer a quiz. Description of how points are converted into donations for special projects lorem ipsum short description text here short introduction here Use your brains to solve a case or answer a quiz. Description of how points are converted into donations for special projects lorem ipsum short description text here short introduction here. Use your brains to solve a case or answer a quiz. Description of how points are converted into donations for special projects lorem ipsum short description text here short introduction here

Prizes Challenges Highscores

<p>teaser min 436 x 244 px</p> <p>generic logo COMPANY 50 points</p> <p>Company A Challenge Short description here lorem ipsum short description here</p> <p>→ Go to challenge</p>	<p>Challenge? Accepted!</p> <p>generic logo COMPANY 40 points</p> <p>Company B Challenge Short description here lorem ipsum short</p> <p>→ Go to challenge</p>	<p>teaser min 436 x 244 px</p> <p>generic logo COMPANY 30 points</p> <p>Company C Challenge Short description here lorem ipsum short</p> <p>→ Go to challenge</p>
<p>Challenge? Accepted!</p> <p>generic logo COMPANY 30 points</p> <p>Company D Challenge Short description here lorem ipsum short description here</p> <p>→ Go to challenge</p>	<p>teaser min 436 x 244 px</p> <p>generic logo COMPANY 20 points</p> <p>Company E Challenge Short description here lorem ipsum short</p> <p>→ Go to challenge</p>	<p>Challenge? Accepted!</p> <p>generic logo COMPANY 10 points</p> <p>Company F Challenge Short description here lorem ipsum short</p> <p>→ Go to challenge</p>

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