



# EAO 2022

## COMMUNICATION BOOK

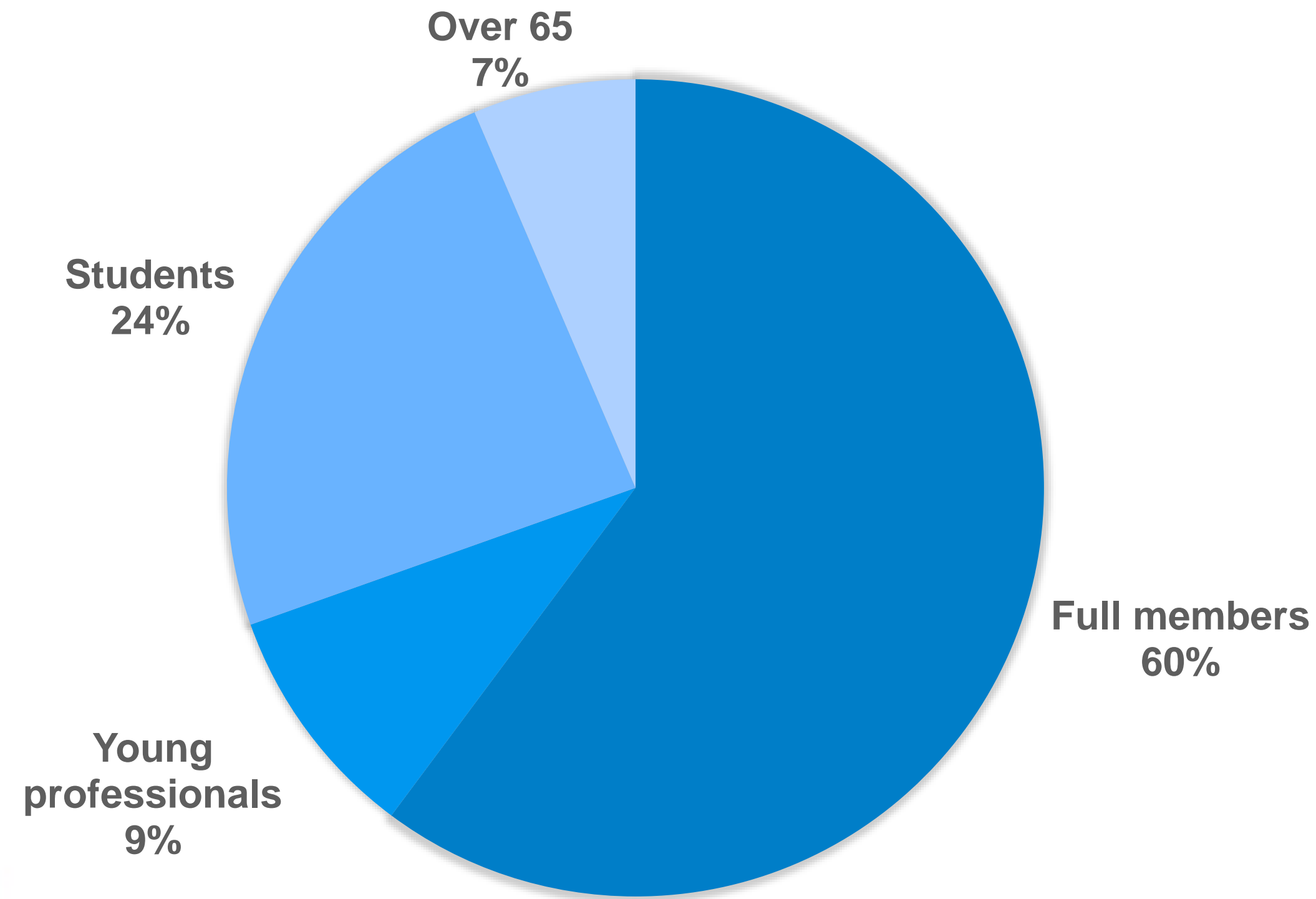
**EAO)))**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION



# MEMBERSHIP CAMPAIGN

**EAO)))**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# MEMBERSHIP CAMPAIGN



EAO students members evolution 2021 - 2022: **+415%**  
(62 in 2021 & 320 in 2022)

**6 EMAILS**  
**2 PRESS ADS**  
**9 ADS & SOCIAL MEDIA POSTS**

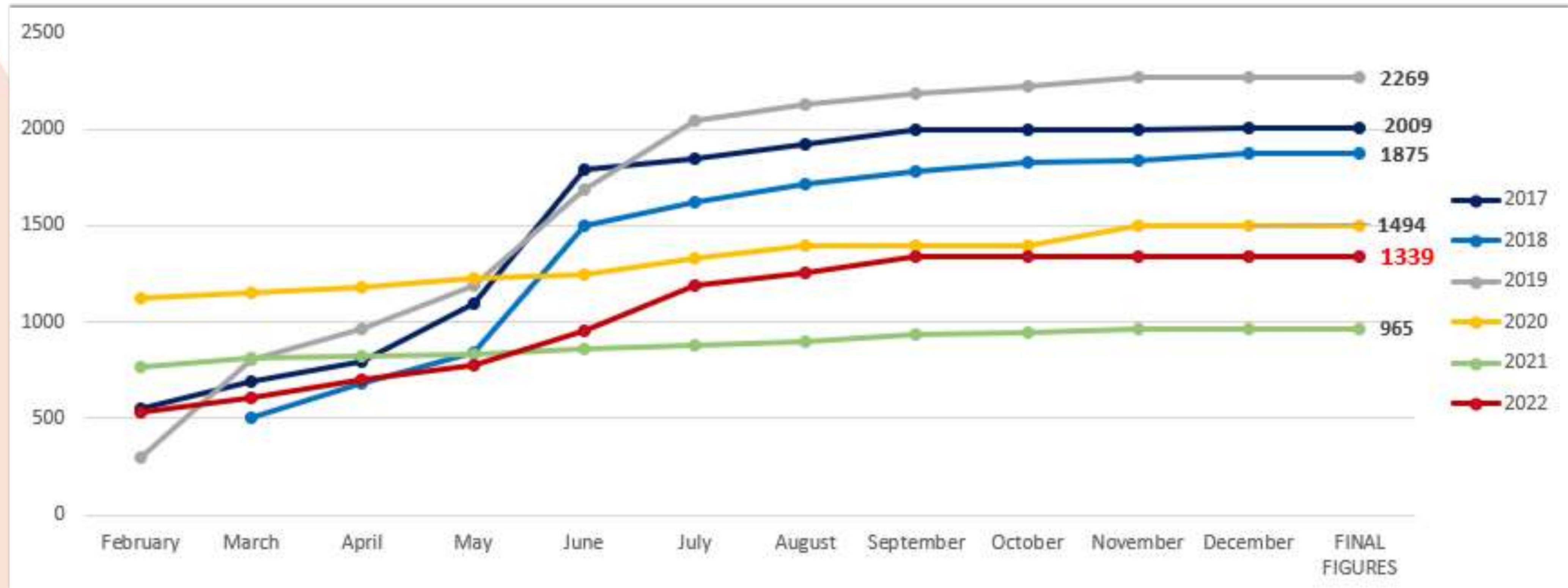


**1 339**  
Members  
in 2022 **+38%**

**965**  
Members  
in 2021

# MEMBERSHIP CAMPAIGN

## Membership evolution 2017- 2022



# MEMBERSHIP CAMPAIGN

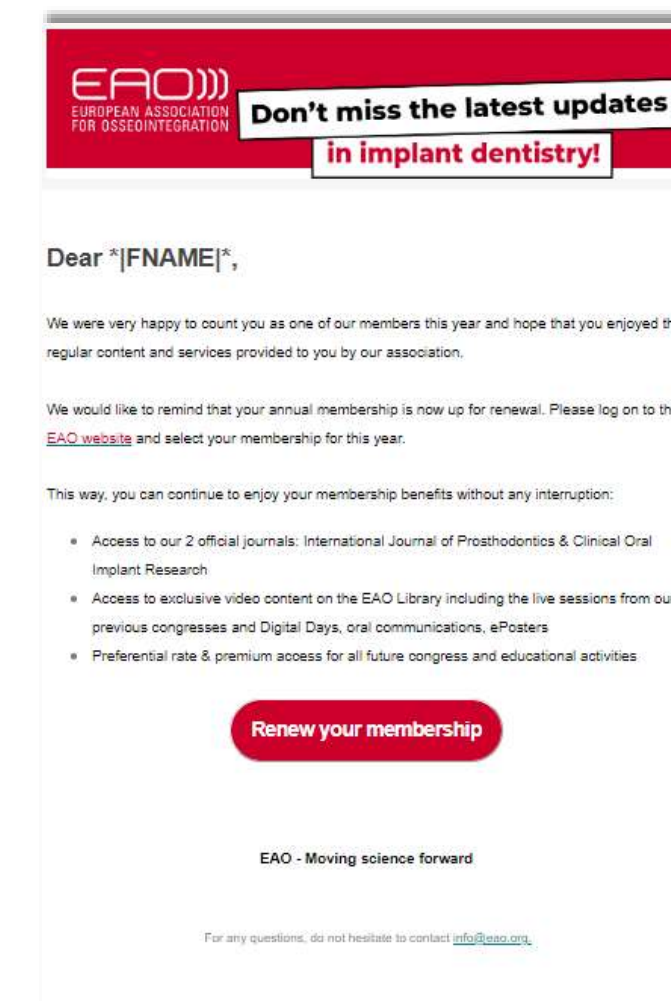
Emails sent to our data base for membership renewal or highlights of the benefits for those who are not members yet



Social media posts



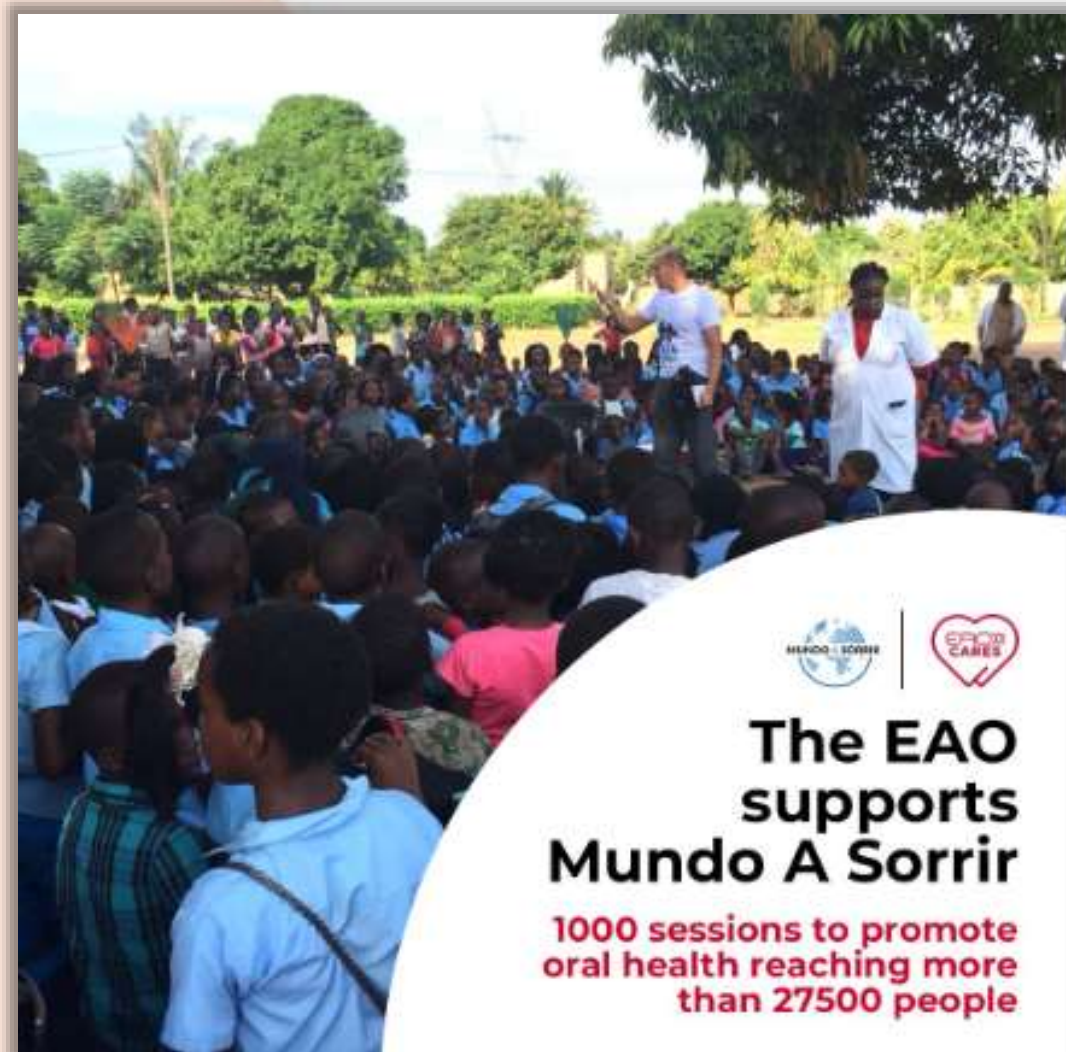
Printed advert  
preliminary programme  
EAO official journals  
(IJP & COIR)



Email



**SOCIAL MEDIA  
POSTS & STORIES**



RESEARCH  
Official Publication of the European Association for Osseointegration

RESEARCH  
Official Publication of the European Association for Osseointegration

RESEARCH  
Official Publication of the European Association for Osseointegration

EAO  
OFFICIAL JOURNALS  
**IJP & COIR**

**EAO)))**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# EAO JOURNALS IJP & COIR



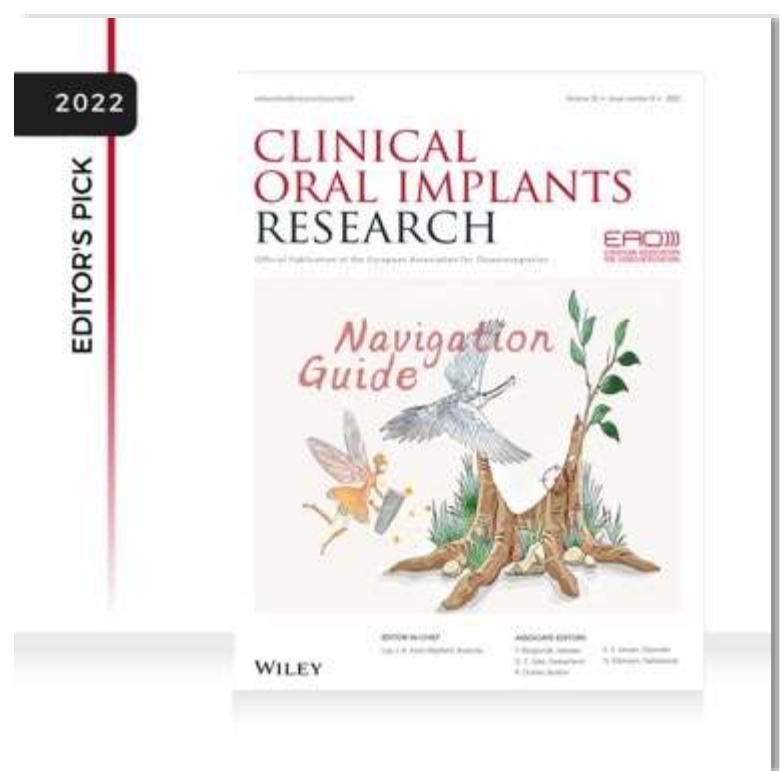
IJP – EAO position paper



COIR –Editor's pick post

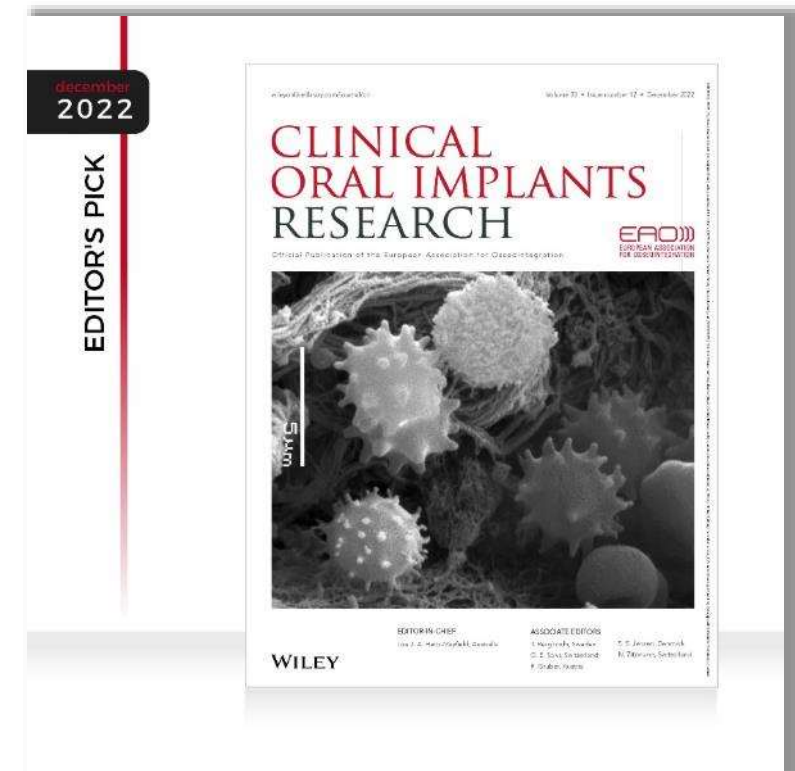


IJP –Editor's pick post



**SOCIAL MEDIA POSTS**

f in t i





# GENEVA 2022 CAMPAIGN

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

ABSTRACT

**GENEVA 2022**  
CAMPAIGN

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# GENEVA 2022 CAMPAIGN

## ABSTRACT

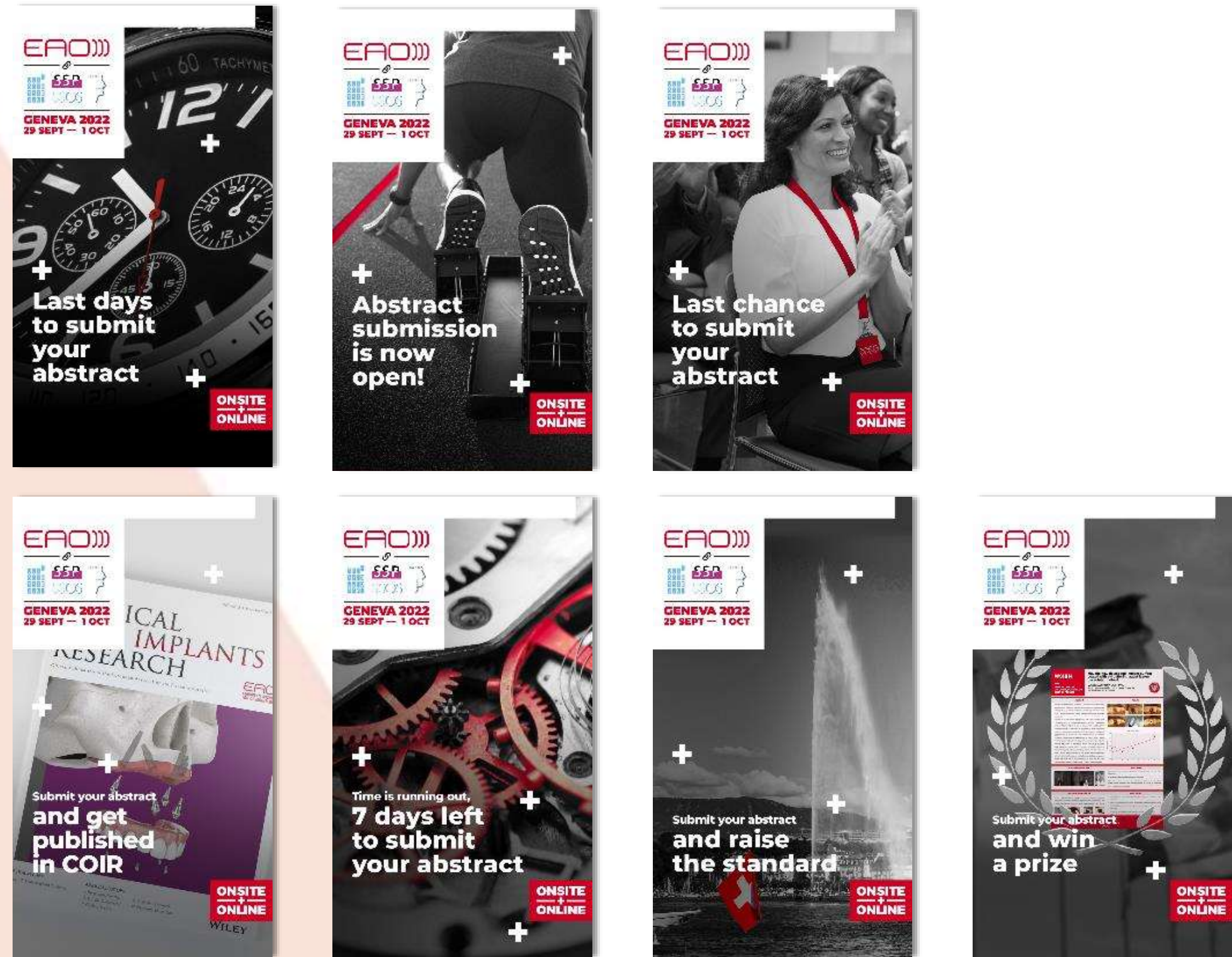


Social media posts

# GENEVA 2022 CAMPAIGN

## ABSTRACT

An average of 500 additional views thanks to stories posted on Facebook & Instagram



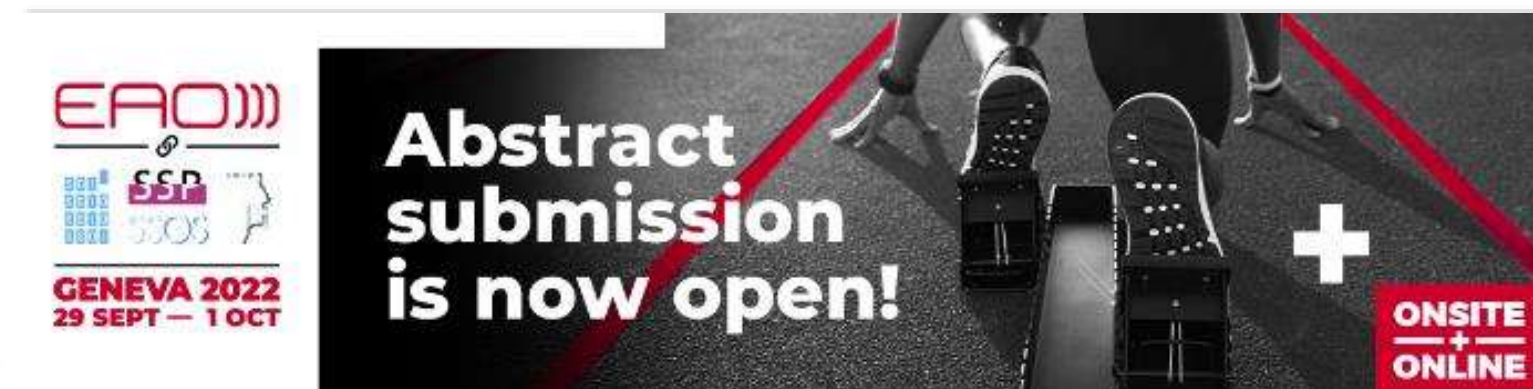
Social media stories



Adverts published in journals

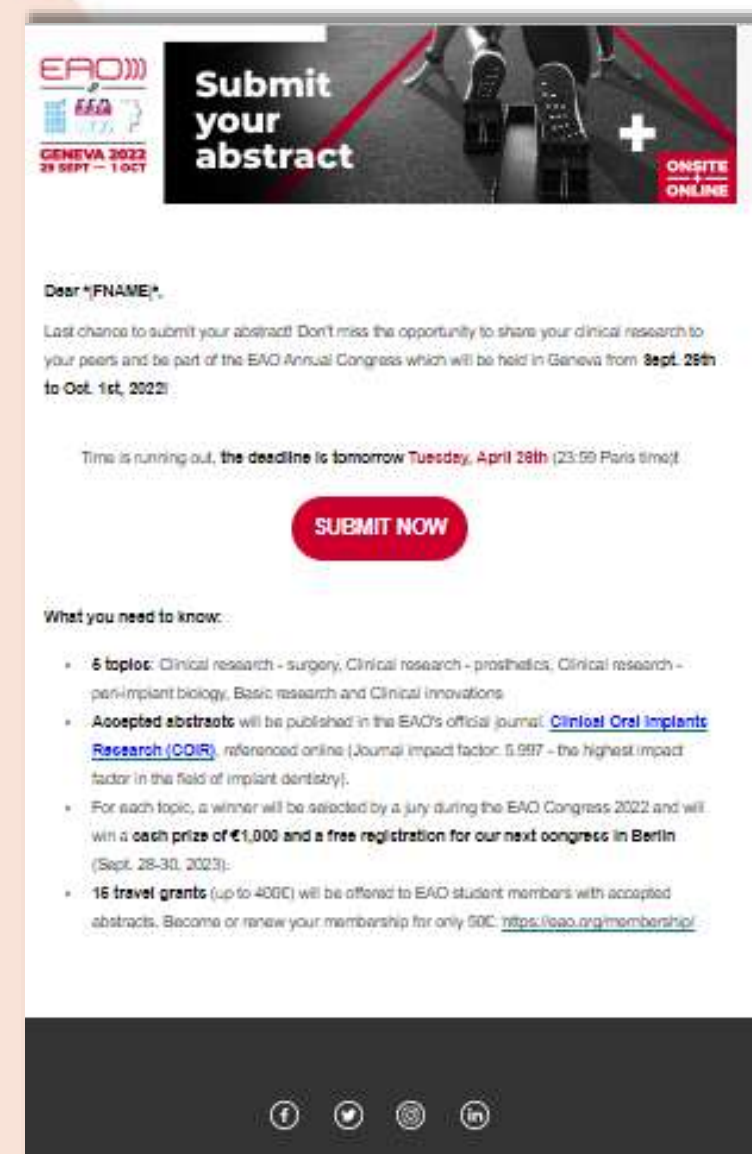
# GENEVA 2022 CAMPAIGN

## ABSTRACT



Decrease 2019 – 2022: - 48%

### Email header



### Emailings



# 450

## Abstracts submitted

# 859

In Lisbon

Decrease 2019 – 2022: - 48%

Despite a very strong and wide campaign

12 ADS &  
SOCIAL MEDIA  
POSTS  
12 STORIES  
FORMATS  
1 BANNER



REGISTRATION

**GENEVA 2022**  
CAMPAIGN

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# GENEVA 2022 CAMPAIGN REGISTRATIONS

Hybrid congress Geneva 2022: **2550 participants**

**2136**

Onsite registrations

**414**

Online registrations

**2136 onsite congress registrations vs:**

- 3400 in Lisbon 2019
- 2900 in Vienna 2018
- 4100 in Madrid 2017

# GENEVA 2022 CAMPAIGN

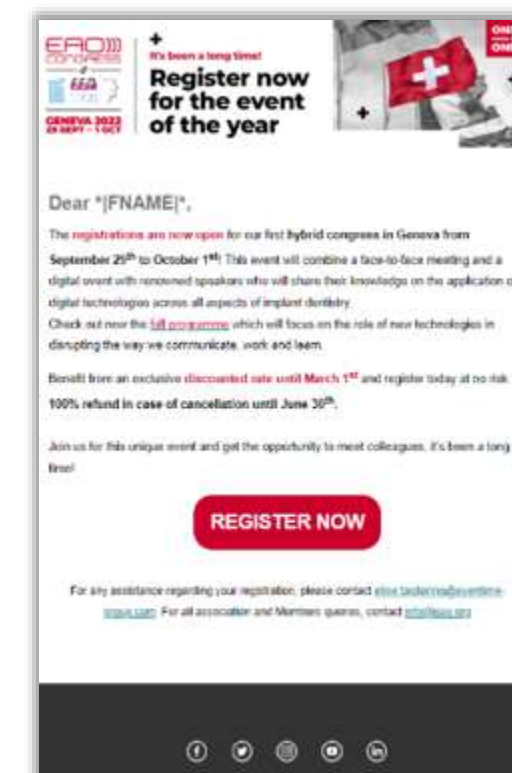
**First phase – February 1<sup>st</sup> – March 1<sup>st</sup>**  
**Exclusive discounted rate**



Social media posts



Social media stories



Emails



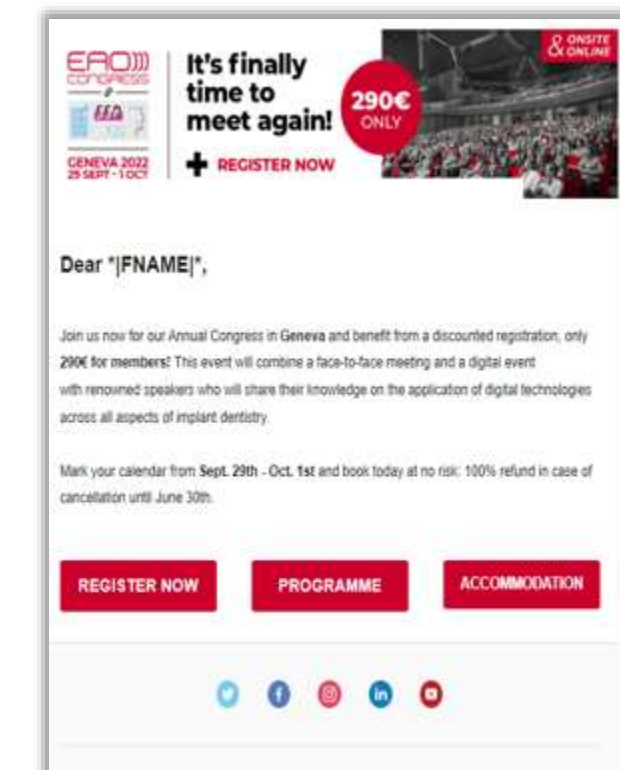
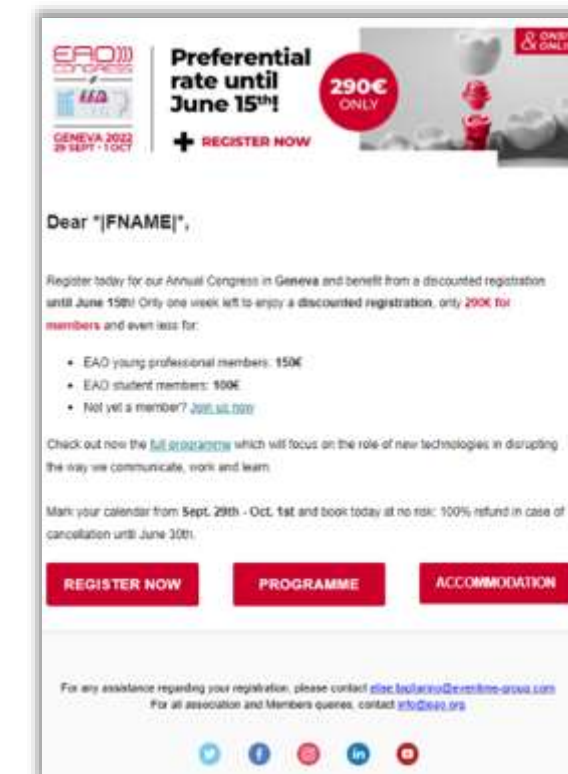
Specific targets members & students

**EMAILS**  
**PRESS ADS**  
**ADS & SOCIAL MEDIA POSTS**



# GENEVA 2022 CAMPAIGN

## Second phase "early bird" until June 15th



EMAILS  
PRESS ADS  
ADS &  
SOCIAL MEDIA  
POSTS



## Social media posts



## Emails + header emails



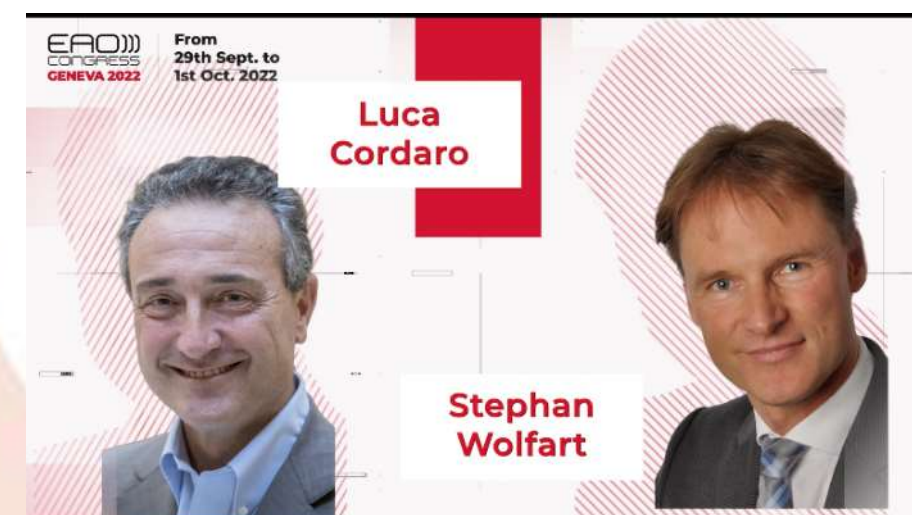
## Social media stories

# GENEVA 2022 CAMPAIGN

## Third phase

Focus on the scientific content & experts

## Trailers



## Header



## Social media posts & stories



# GENEVA 2022 CAMPAIGN

## EAO GENEVA ONLINE PROGRAMME SEPTEMBER

ADS &  
SOCIAL MEDIA  
POSTS



Social media posts

# GENEVA 2022 CAMPAIGN

## EAO GENEVA ONLINE PROGRAMME SEPTEMBER

ADS &  
SOCIAL MEDIA  
STORIES



Social media stories

# GENEVA 2022 CAMPAIGN

EAO AMBASSADOR's promotion videos in their own language (German, Spanish, Portuguese, etc)



## Social media post & stories

An average of 600 views for each video



# GENEVA 2022

Online

## EAO GENEVA ONLINE PROGRAMME OCTOBER

Declination of all the programmes with the logo EAO GENEVA ONLINE



Logo EAO GENEVA ONLINE

Trailers

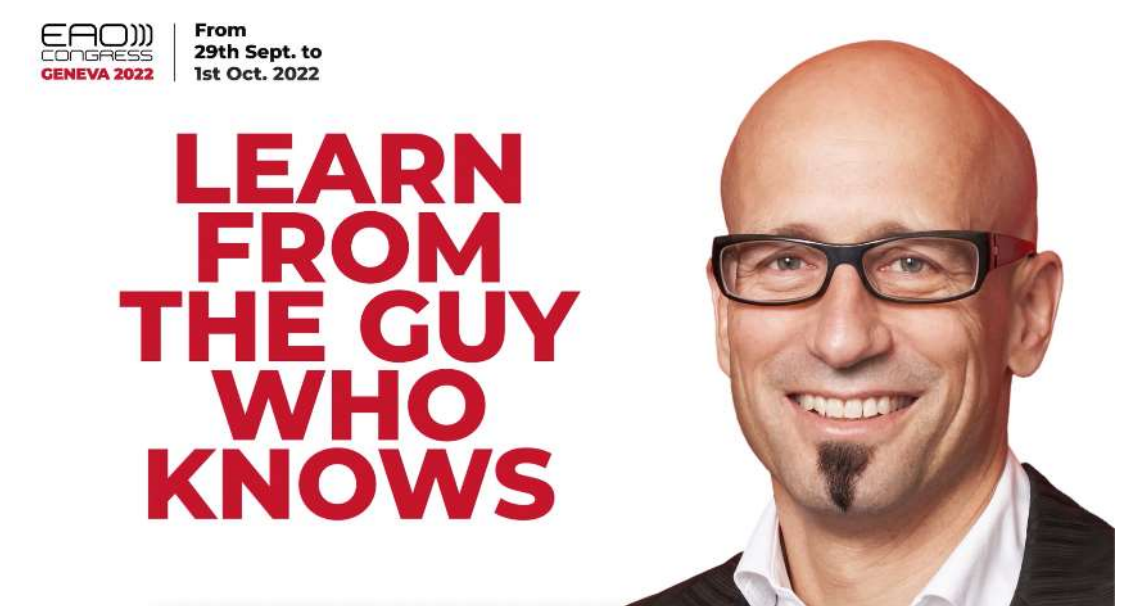


Social media posts & stories



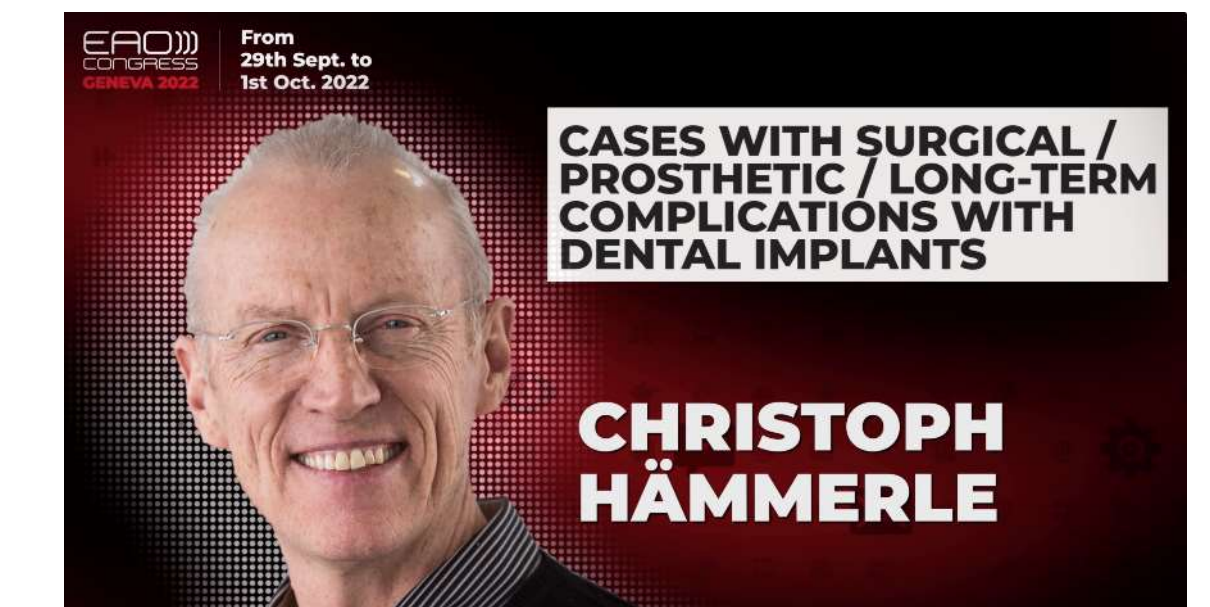
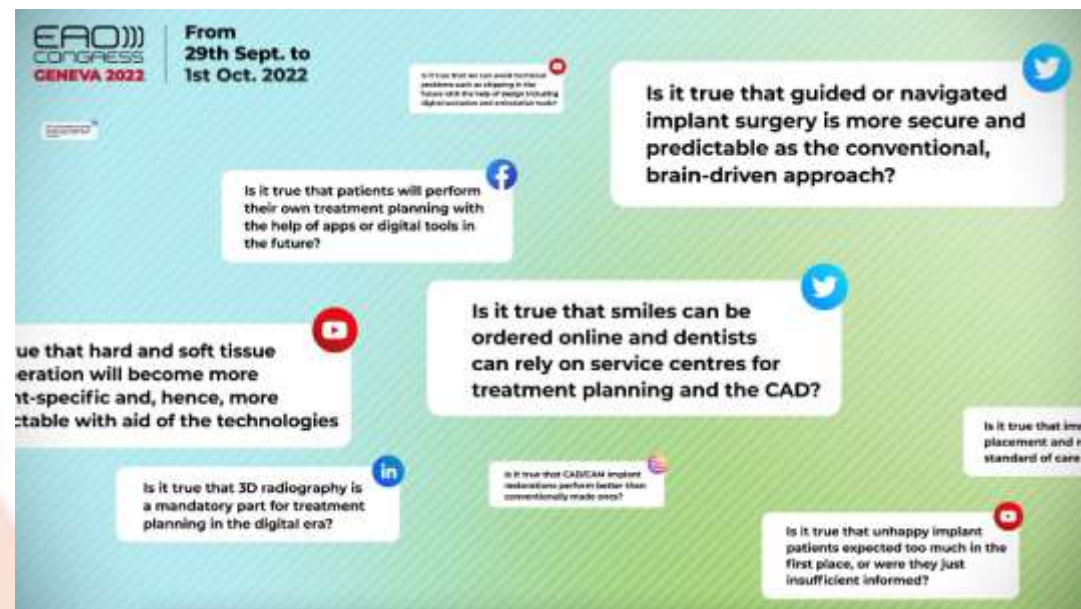
# GENEVA 2022 CAMPAIGN

Trailers  
Scientific  
content



# GENEVA 2022 CAMPAIGN

**Trailers**  
**Scientific**  
**content**



# GENEVA 2022 CAMPAIGN

# Online

## EAO GENEVA ONLINE PROGRAMME OCTOBER

**EAO GENEVA ONLINE**

*Last month*  
TO ENJOY ALL THE CONTENT OF THE EAO GENEVA CONGRESS: **for only 99€**

Connect to our platform until November 30<sup>th</sup> **REGISTER NOW**

**EAO GENEVA ONLINE**

STOP BINGE-WATCHING  
**START BINGE-learning**

**for only 99€** **REGISTER NOW**

**EAO GENEVA ONLINE**

*Relive*  
**THE BEST SESSIONS FROM THE EAO GENEVA CONGRESS: for only 99€**

>> Connect to our platform until **November 30<sup>th</sup>** **REGISTER NOW**

**EAO GENEVA ONLINE**

COULDN'T ATTEND THE ENTIRE EVENT?  
**WATCH IT on-demand**

**for only 99€** **REGISTER NOW**

**EAO GENEVA ONLINE**

**ALL THE BEST SCIENTIFIC CONTENT AT YOUR fingertips**

**for only 99€** **REGISTER NOW**

**EAO GENEVA ONLINE**

*Relive*  
**THE BEST SESSIONS FROM THE EAO GENEVA CONGRESS: for only 99€**

Dear \*|FNAME|\*,

The amazing sessions from the EAO congress are available on our platform for **only 99€** until **November 30<sup>th</sup>**. Find out what is the role of new technology in disrupting the way we communicate, work and learn and access cutting-edge scientific content:

- Sessions: Highlights, Prime Time Debates, Q&As, Battle... is it true?
- Oral communications & ePosters
- Clinical videos
- Sponsors' latest innovations

**REGISTER NOW**

**EAO GENEVA ONLINE**

**UNTIL NOV. 30<sup>th</sup> eao.org**

Dear \*|FNAME|\*,

Remember, you benefit from a **free access** to the EAO Online platform, included in your registration.

**Last day** to access the cutting-edge scientific content of the EAO congress: sessions, oral communications, ePosters, clinical videos and our sponsors' latest innovations!

Don't wait until the last minute, connect to the platform now using your credentials:

- Email: \*|EMAIL|\*
- Password: \*|PASSWORD|\*

**ACCESS THE PLATFORM**


Social media posts

Emails & header

# GENEVA 2022

## Online platform

Tonight's programme

 View the detailed programme here

 Become an EAO member

CHANNEL



19:00



Insight of the day

19:15



Plenary 1 highlights  
The virtual patient

19:45



Is it true?  
Fact checking with experts

20:05



Forum by ZimVie  
The Digital Road Map - from planning to the final restoration

20:30



Prime time debate  
Innovations in patient treatment planning and communication

21:30



Forum by Dentsply Sirona  
Inspiration TALKS: The future starts now - utilizing technology and seamless workflows

22:00



Tell me more about  
Is 3D radiology a mandatory part of treatment planning?

CHANNEL



The Swiss Day



8:30  
In vs out



10:30  
Fixed vs removable



15:00  
Simple vs complex



16:45  
Primary vs transcrestal SFE

CHANNEL



Oral communications

View here **60 oral communications** and more than **250 ePosters** selected by our experts in the following categories:  
*Basic research*  
*Clinical research - surgery*  
*Clinical research - prosthetics*  
*Clinical research - peri-implant biology*  
*Clinical innovations*

CHANNEL



ePosters

CHANNEL



Clinical video competition

CHANNEL



Innovations

Forums 

Learn everything about our sponsors' latest innovations presented by international experts

Flash presentations 

Discover the new products from our partners through short informative videos

eStands 

Visit our virtual exhibition and interact with sales representatives

CHANNEL




Videos on demand

Watch again all sessions, available the day after the live broadcast

Platform  
GENEVA ONLINE  
During the congress

# GENEVA 2022


# Online platform


 [View the detailed programme here](#)


 [Become an EAO member](#)


### CHANNEL 1


## Relive the sessions of the Geneva congress

















### Relive the 3 evenings











### CHANNEL 2


## The Swiss Day






 8:30  
In vs out


 10:30  
Fixed vs removable

 15:00  
Simple vs complex

 16:45  
Primary vs transcrestal SFE

### CHANNEL 3


## Oral communications



View here **60 oral communications** and more than **250 ePosters** selected by our experts in the following categories:  
*Basic research*  
*Clinical research - surgery*  
*Clinical research - prosthetics*  
*Clinical research - peri-implant biology*  
*Clinical innovations*


### CHANNEL 4

## ePosters




### CHANNEL 5


## Clinical video competition




### CHANNEL 6

## Innovations




[Forums](#) 

Learn everything about our sponsors' latest innovations presented by international experts

[Flash presentations](#) 


Discover the new products from our partners through short informative videos

[eStands](#) 

Visit our virtual exhibition and interact with sales representatives

### CHANNEL 7

## Videos on demand



Watch again all sessions, available the day after the live broadcast

Platform  
GENEVA ONLINE  
After the congress

# GENEVA 2022 CAMPAIGN

Partners' hands-on sessions + forums promotion

**Don't miss our partners' hands-on sessions!**

EOO  
ESP  
SSO  
GENEVA 2022  
29 SEPT - 1 OCT

**Don't miss our partners' hands-on sessions!**

EOO  
ESP  
SSO  
GENEVA 2022  
29 SEPT - 1 OCT

**ON SITE**

**Don't miss our partners' onsite forums!**

EOO  
ESP  
SSO  
GENEVA 2022  
29 SEPT - 1 OCT

**ONLINE**

**Don't miss our partners' online forums!**

EOO  
ESP  
SSO  
GENEVA 2022  
29 SEPT - 1 OCT

**It's finally time to meet again!**

**REGISTER NOW**

Dear Samya,

Don't miss our partners' hands-on sessions during our Annual Congress in Geneva from Sept 29th - Oct 1st. 2.8k users in total will attend from 100+ countries for only 140€. Check out the full programme [here](#) and start your registration process.

**REGISTER NOW**

**Friday 30th September**

- Augma Microsurgery**
  - 9:00 - 11:00 AM: Live Staff Connect - Out of the Box - Accounts for the Treatment of a Variety of Augmentation Challenges with Brian Vekay (Israel)
- Multisense Carelog**
  - 9:00 - 11:00 AM: Management of Immediate Implants and Implants with Bone Grafts - A Case Report with Prof. Dr. Gernot Schmalz (Germany)
  - 11:00 AM: A new approach to implant augmentation and implantation (Case Report) - The secret for a successful dental implant with Dr. Rainer Glatz (Austria)
- Dentify Smart**
  - 9:00 - 11:00 AM: Using Resonance Molecules in DRG & DRG Procedures with Christian Truettner (Germany)
  - 11:00 AM: Using Resonance Molecules in DRG & DRG Procedures with Dr. Martin Frenck (Italy)
- MultiDent**
  - 9:00 - 11:00 AM: Live Staff Connect - Live Staff Connect
- Multisense**
  - 9:00 - 11:00 AM: Live Staff Connect - Live Staff Connect
  - 11:00 AM: Live Staff Connect - Live Staff Connect
  - 11:00 AM: Live Staff Connect - Live Staff Connect
- MultiDent**
  - 9:00 - 11:00 AM: Live Staff Connect - Live Staff Connect

**REGISTER NOW**

For any questions regarding your registration, please contact [support@dentistry.com](#)

For all speakers and exhibitors, contact [info@dentistry.com](#)

Emailing campaign with a detailed programme

# GENEVA 2022

# PRESS & ADVERTS

**1** BUSINESS & EVENTS

**Nations united by innovation**

**2022 EAO congress celebrates comeback in new hybrid format**

A review report by Janine Conzato, Germany

For the last two years, the annual scientific meeting of the European Association for Osseointegration (EAO) had to take place virtually owing to the COVID-19 pandemic. From 29 September to 1 October, the 20th EAO congress will take place as a hybrid format for the first time in its history, consisting of a face-to-face event held at the congress centre in Geneva and a virtual meeting programme – much like the EAO Digital Day in the last two years. A rich programme with numerous educational and networking opportunities, awarded over 2,200 participants.

The digital day provides for those who cannot travel to Geneva. It features congress sessions and summaries of the respective day, such as short summaries of the plenary sessions or the recorded parts of the discussions. Additionally, relevant scientific papers are available online. The congress is a truly international city and the headquarters of numerous international organisations, including the United Nations, the World Health Organisation, the World Trade Organisation and the International Commission of the Red Cross. The EAO, founded in 1952, reflected the international character of the congress, where more than 80 countries were represented and which 25,000 dentists from all over the world attended. Every participant left the congress with valuable knowledge and insights and had the opportunity to meet old friends and make new ones.

Since the date for next year's EAO congress in the German capital of Berlin from 28 to 30 September, you will not be disappointed.

**2** BUSINESS & EVENTS

**Geneva 2022: A successful family reunion**

Geneva is a truly international city and the headquarters of numerous international organisations, including the United Nations, the World Health Organisation, the World Trade Organisation and the International Commission of the Red Cross. The EAO, founded in 1952, reflected the international character of the congress, where more than 80 countries were represented and which 25,000 dentists from all over the world attended. Every participant left the congress with valuable knowledge and insights and had the opportunity to meet old friends and make new ones.

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**3** BUSINESS & EVENTS

**Successful family reunion**

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Article in **EDI journal** (3 pages)

**today** **interview**

**First hybrid edition of EAO congress is critically evaluating technological developments in dentistry**

**An Interview with Prof. Irena Sailer, Geneva**

**Innovations in bone regeneration**

**An Interview with Prof. Matteo Chiapasco, Italy**

**20th Annual Scientific Meeting - Geneva**

Interview of Irena Sailer & Matteo Chiapasco in **Dental International Tribune (DTI)**

**ZZS** **PRAXIS BÖRSEN**

**29. EAO Congress 2022 in Genf**

**Innovations in bone regeneration**

**20th Annual Scientific Meeting - Geneva**

Article in **Zahn-Zeitung Schweiz (ZZS)** cover page

**JAO 2022**

**EAO Jahreskongress 2022 in Genf - Interview mit Prof. Dr. Irena Sailer**

**Innovations in bone regeneration**

**20th Annual Scientific Meeting - Geneva**

Interview of Irena Sailer chair of the congress in **Dentastic journal**

**GENEVA 2022** **UNITING NATIONS THROUGH INNOVATIONS** **29 SEPT. > 1 OCT.**

**REGISTER TODAY**

**THE SWISS DAY** **Thursday, Sept. 29th**

**8:30 - 10:00 IN VS OUT**

**10:30 - 12:00 FIXED VS REMOVABLE**

**15:00-16:30 SIMPLE VS COMPLEX**

**16:45-18:15 PRIMARY VS TRANSICRESTAL IFE**

**congress.eao.org**

Advert to promote the **Swiss Day**

**GENEVA 2022** **UNITING NATIONS THROUGH INNOVATIONS** **29 SEPT. > 1 OCT.**

**REGISTER TODAY**

**ON SITE & ONLINE** **congress.eao.org**

Registration advert



# CLINICAL VIDEO **COMPETITION**

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# CLINICAL VIDEO COMPETITION



Social media posts



Social media stories



Winner post



Dear Samya,

Applications for the best **Clinical Video Competition** are open! Submit a 7-minute video to present your case.

The best videos will be presented during a dedicated session during our congress in Geneva (Sept. 29th - Oct. 1st) and will be also available on our digital platform until October 31st.

The winner will receive the European Prize for Clinical Video on Implant Dentistry including a cash prize of 1,000 EUR and a free registration for our next congress in Berlin (28th - 30th September 2023).

The best videos will also be broadcast on the EAO YouTube channel.

**SUBMIT NOW**

Deadline to submit: **July 7th**  
Get inspired by 2022's best videos [here](#)



Email & header

**3 ADS & SOCIAL MEDIA POSTS**  
**3 STORIES FORMATS**  
**3 BANNER**



Website



# JUNIOR COMMITTEE

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# CAMPAIGN JUNIOR COMMITTEE

Promotion of the sessions  
« My First Implant » & « Battle of concepts »



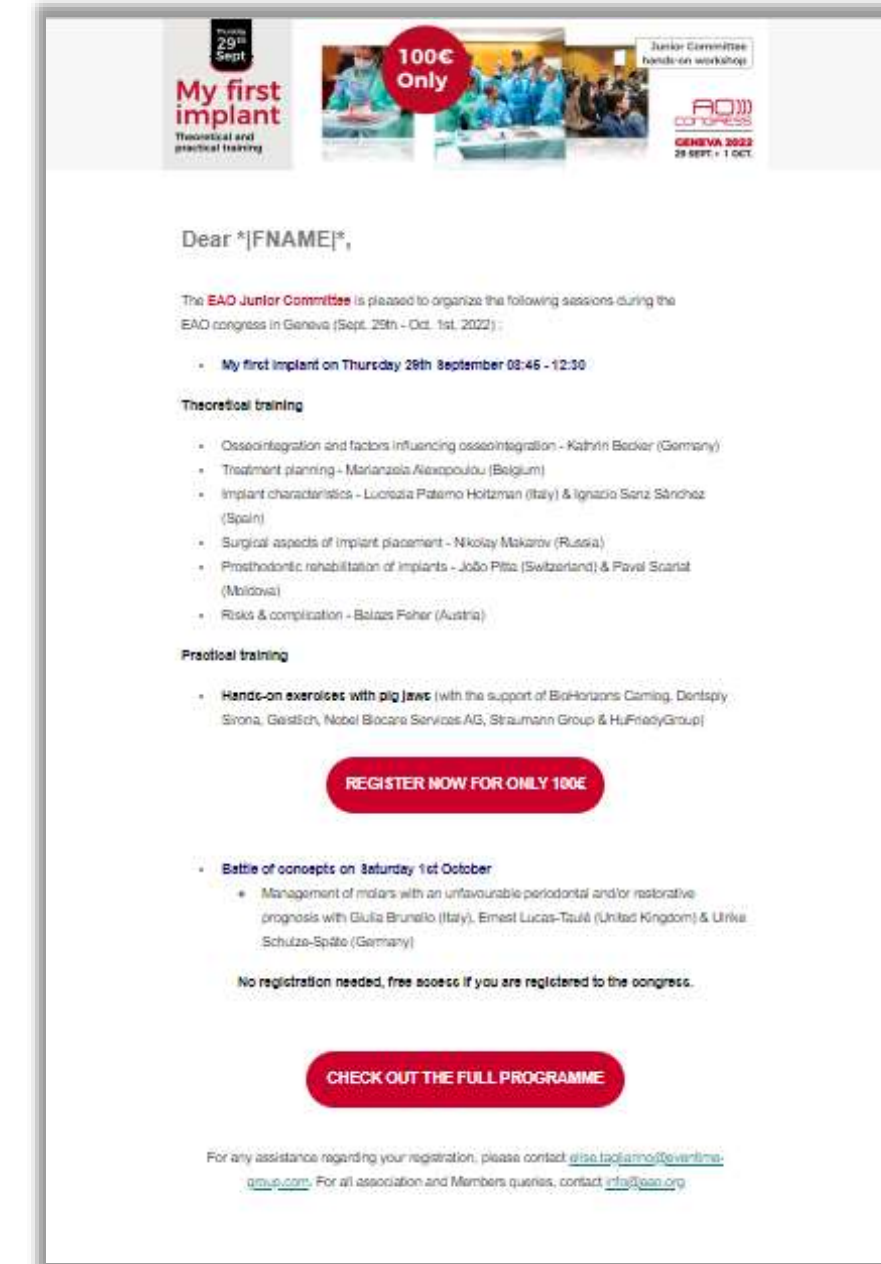
Social media posts



Social media stories



Email



Headers



Dedicated page on Website



6 EMAILS  
7 SOCIAL MEDIA  
&  
POSTS



# **EAO PROMOTION** AT OTHER EVENTS

# EAO BOOTH SEPA

Special communication for the SEPA delegates promotional code MALAGA10



Booth layout



Posters



Flyer available in the delegate's bag to promote the congress and the educational activities



Desk



Social media post

# EAO BOOTH EUROPERIO

Special communication for the Europerio delegates  
**Promotional code CPH10**



Booth layout



Desk visual



Posters



Social media story



GENEVA  
**CONGRESS**  
**ONSITE**

**EAO)))**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# GENEVA 2022

# EAO BOOTH



# GENEVA 2022

## EAO BOOTH

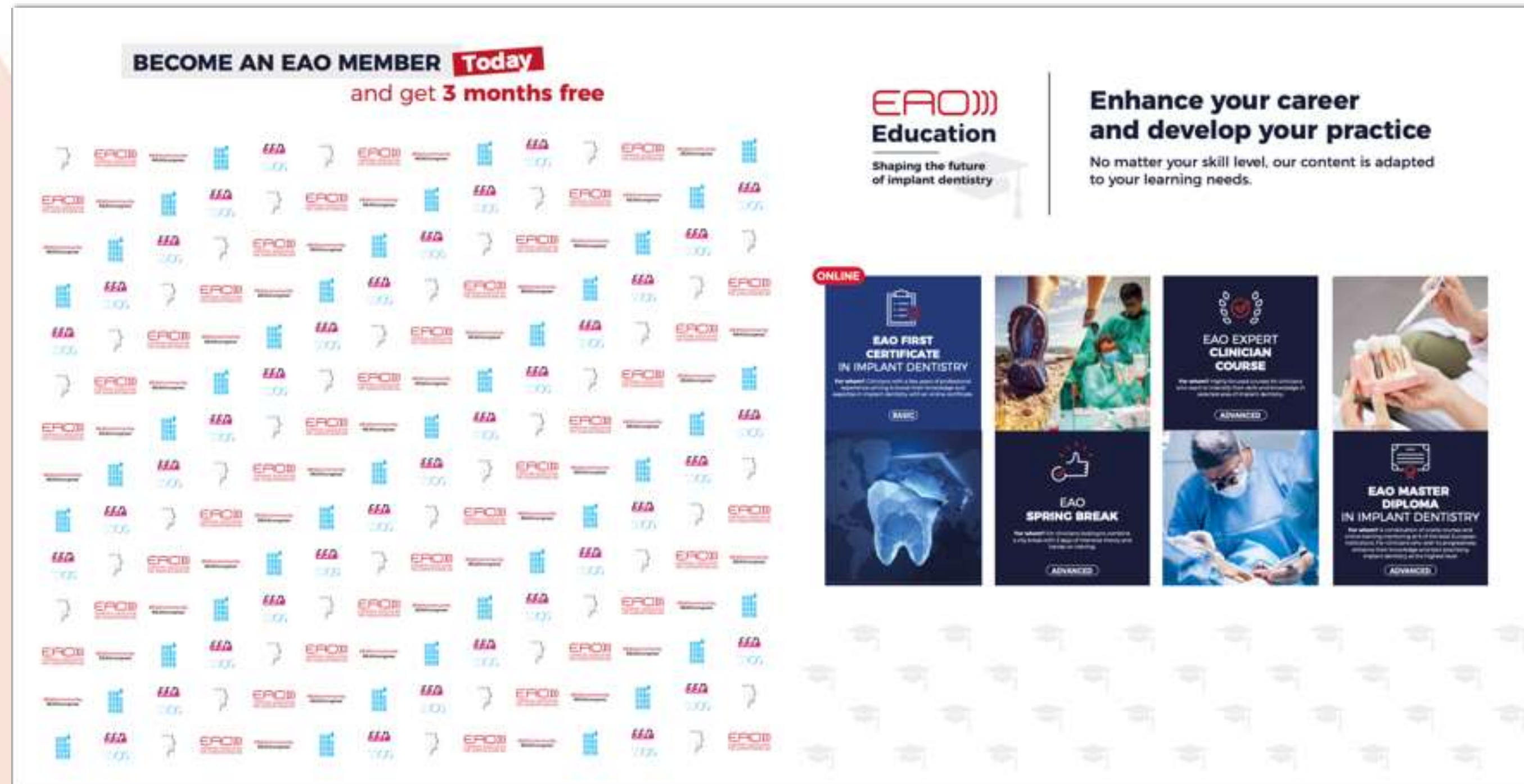
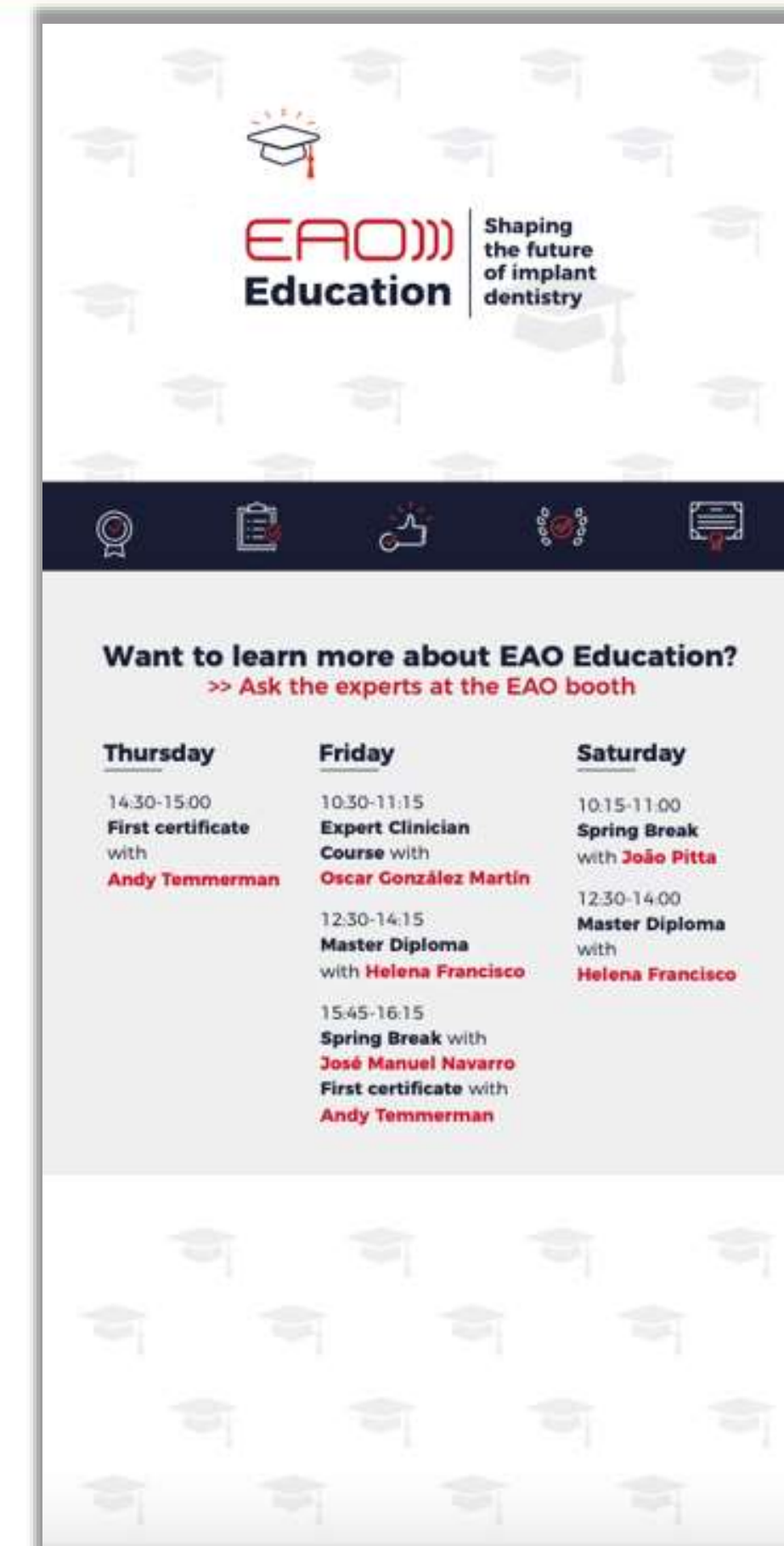


Photo booth background

Educational projects



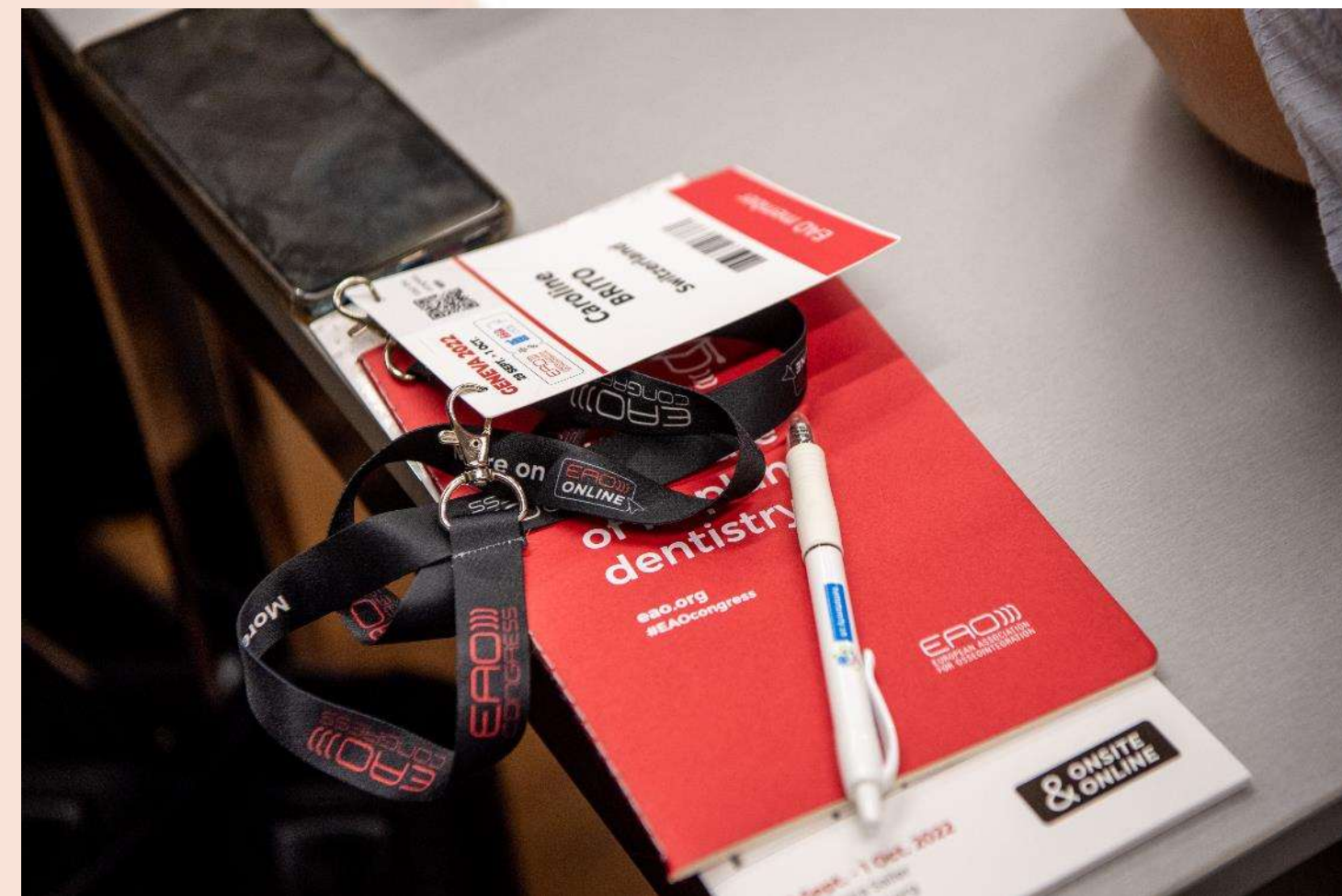
Meet up programme to promote the education activities

# GENEVA 2022

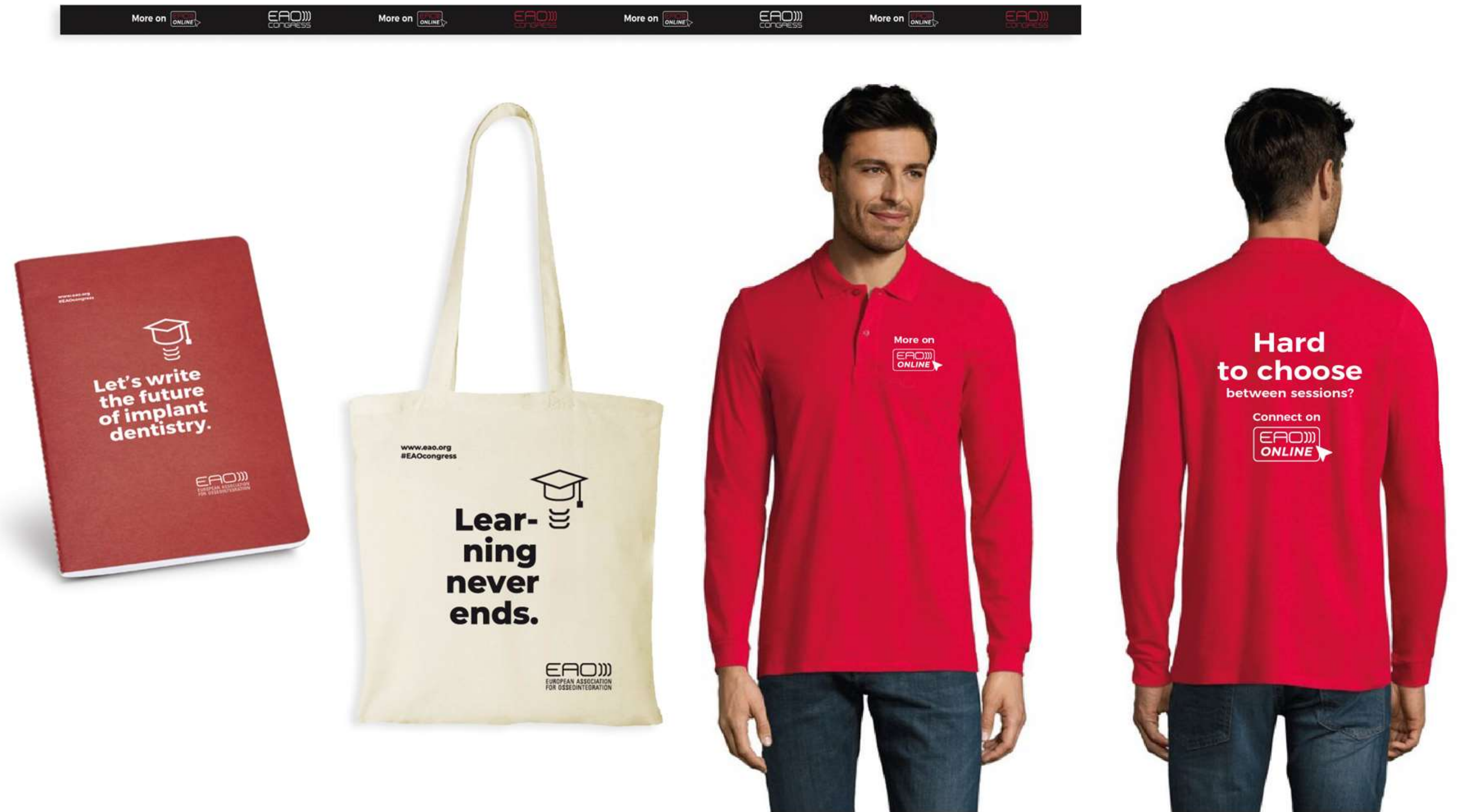
# EAO BOOTH



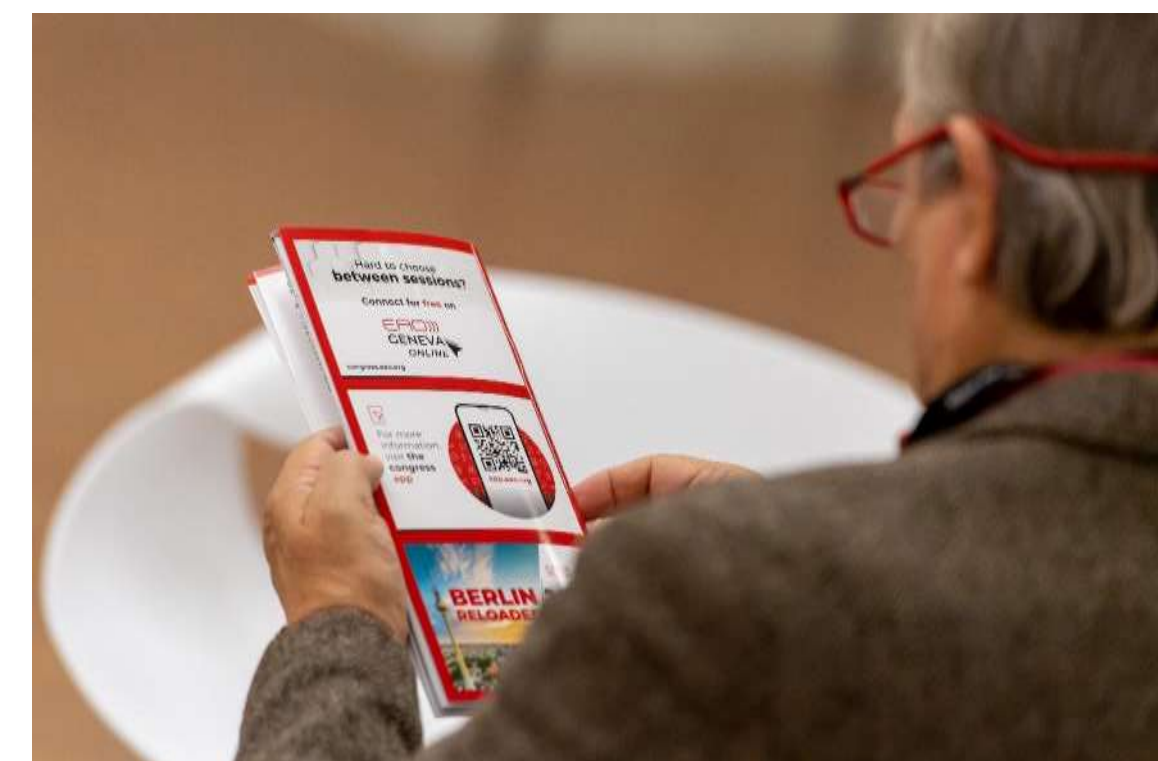
# GENEVA 2022



Goodies



# GENEVA 2022



Goodies

# GENEVA 2022

## Opening Ceremony



## Opening Ceremony



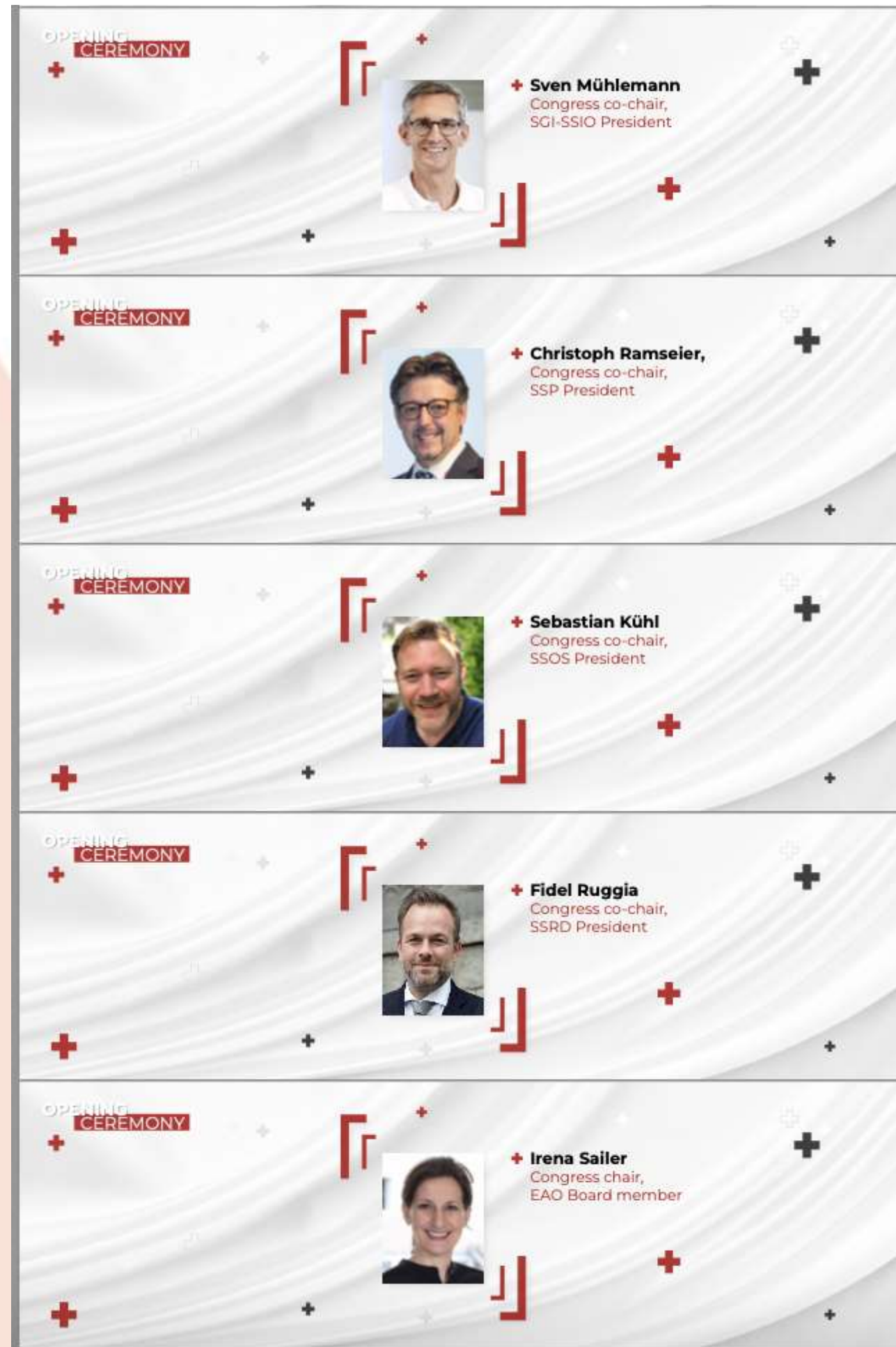
## Opening ceremony video - storyboard



# GENEVA 2022

## Opening Ceremony

### Opening ceremony



Opening ceremony video - storyboard

# GENEVA 2022

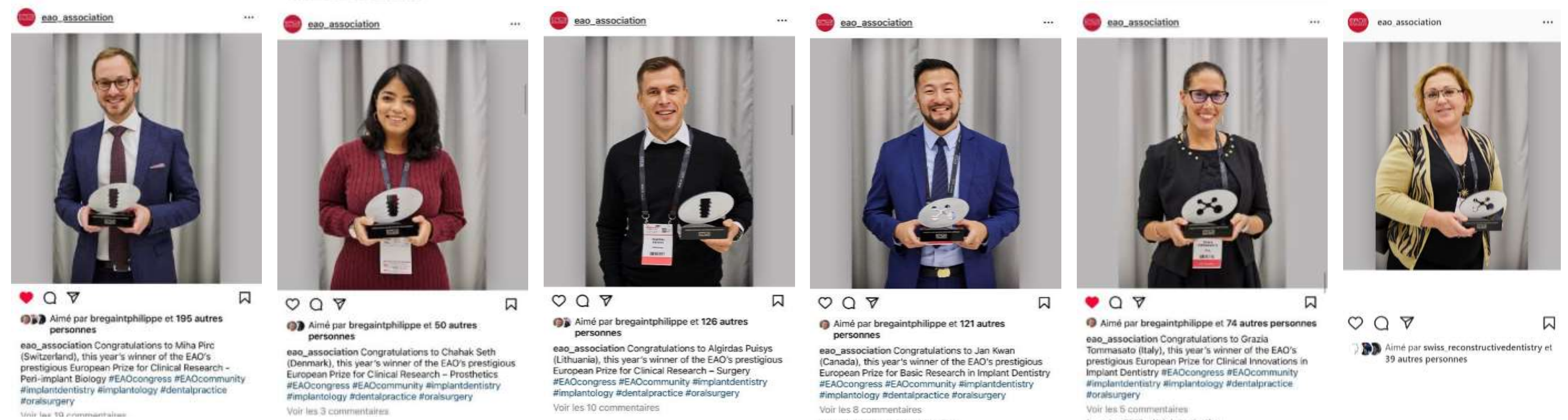
## Awards Ceremony



Background screen



Social media posts & stories



# GENEVA 2022

## Awards Ceremony



Screen background



Social media posts & stories

# GENEVA 2022

## Awards Ceremony



Screen background



# GENEVA 2022



**WELCOME TO  
GENEVA 2022**

**UNITING NATIONS  
THROUGH INNOVATIONS**

### Have you visited The Congress app?

Access all the information you need for the congress :

- Various interactive elements
- Full scientific programme
- Faculty and speakers
- Digital platform
- Exhibitors



app.eao.org

### Members and Faculty Dinner

- Reserve a table with your friends at the Table Plan Desk
- Bus transfer from the President Wilson & Hilton Palexpo hotels at 19:30



### Join us for the Happy Hour!

- Friday at Rooftop'42, 19:30
- Reserved for EAO members & Swiss Associations members
- Meet fellow members and congress VIPs



Connect on **EAO GENEVA ONLINE** and watch every evening a selection of sessions, broadcast in shorter and innovative formats including:

- # IS IT TRUE
- PRIME TIME Debate
- HIGHLIGHTS
- BATTLE
- TELL ME MORE ABOUT ...
- Let's talk

Onsite congress registration include **free access** to the online congress platform until October 31<sup>st</sup>.

### EAO Booth!



- Meet the **EAO Office**
- **Discover** our education projects
- **Join** the community
- Take a photo and **create memories**

### Congress Party

You're invited!

- Join us at the Java Club from 22:00 tonight
- **Get your free drink voucher** at the Party Ticket Desk
- **One ticket = one free drink**



Intersession slides broadcast during breaks and in between sessions

# GENEVA 2022 CAMPAIGN

## Final programme

FINAL PROGRAMME

EAO CONGRESS  
EUROPEAN ASSOCIATION FOR ORAL REHABILITATION

JOINT MEETING WITH  
SSP  
SOS

# GENEVA 2022

UNITING NATIONS  
THROUGH INNOVATIONS

29 Sept. - 1 Oct. 2022  
Chair: Irena Sailer  
congress.eao.org

**ONSITE & ONLINE**

Cover

### PRIME TIME Debate

INNOVATIONS IN PATIENT TREATMENT  
PLANNING AND COMMUNICATION

José Manuel Navarro, Pablo Ramírez, Andrea Ricci, Rino Burkhardt

THE UNHAPPY IMPLANT PATIENT

Klaus Gottfredsen, Tim Newton, Páll Matthíasson

WHAT DID WE LEARN IN 30 YEARS  
OF IMPLANT DENTISTRY?

Christoph Hämmerle, Björn Klinge, Niklaus P. Lang, Dennis Tarnow

Relive all the Prime Time Debates, available on our online platform until October 31<sup>st</sup>.

Live from Geneva on  
EAO GENEVA ONLINE

Ads

Hard to choose  
**between sessions?**

Connect on  
EAO GENEVA ONLINE

and watch every evening a selection of sessions, broadcast in shorter and innovative formats including:

HIGHLIGHTS # IS IT TRUE

PRIME TIME Debate

BATTLE

TELL ME MORE ABOUT ...

Let's talk

Onsite congress registration include **free access** to the online congress platform until October 31<sup>st</sup>.

EAO SSP SOS

Ads

Hard to choose  
**between sessions?**

Connect for **free** on  
EAO GENEVA ONLINE

congress.eao.org

For more information, visit **the congress app**

app.eao.org

**BERLIN RELOADED 2023**

30<sup>th</sup> EAO annual scientific meeting  
37<sup>th</sup> DGJ annual congress  
**28 > 30 SEPT.**

Chair: Henning Schliephake  
Co-chair: Florian Beuer  
Invited country: Turkey

ONSITE & ONLINE congress.eao.org

Ads

# 2023 BERLIN CONGRESS

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# BERLIN 2023

## EAO BOOTH at the DGI congress in Hamburg



Booth layout



Social media post

# BERLIN 2023



Adverts in journals



Visual « Save the date »



First announcement in red used by the EAO and in blue used by the DGI



Banner (signature + Email header)



# EDUCATION CAMPAIGN

**EAOD**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# EDUCATION CAMPAIGN

## New graphic design EAO Education project

Logos

EAO)))  
**Master diploma**  
in implant dentistry

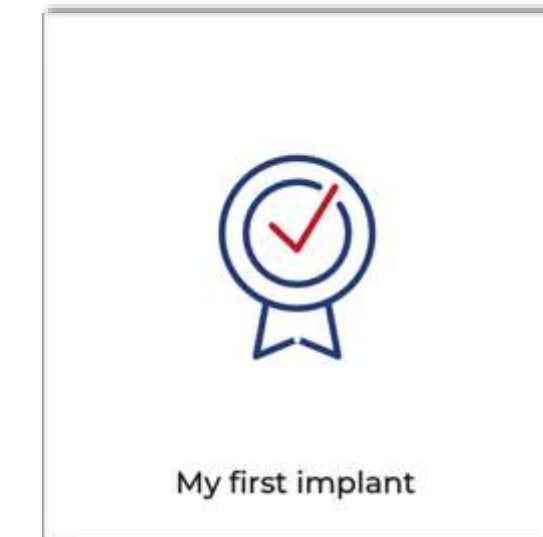
EAO)))  
**First certificate**  
in implant dentistry

EAO)))  
**Expert clinician course**

EAO)))  
**Spring Break**

EAO)))  
**My first Implant**

Pictos



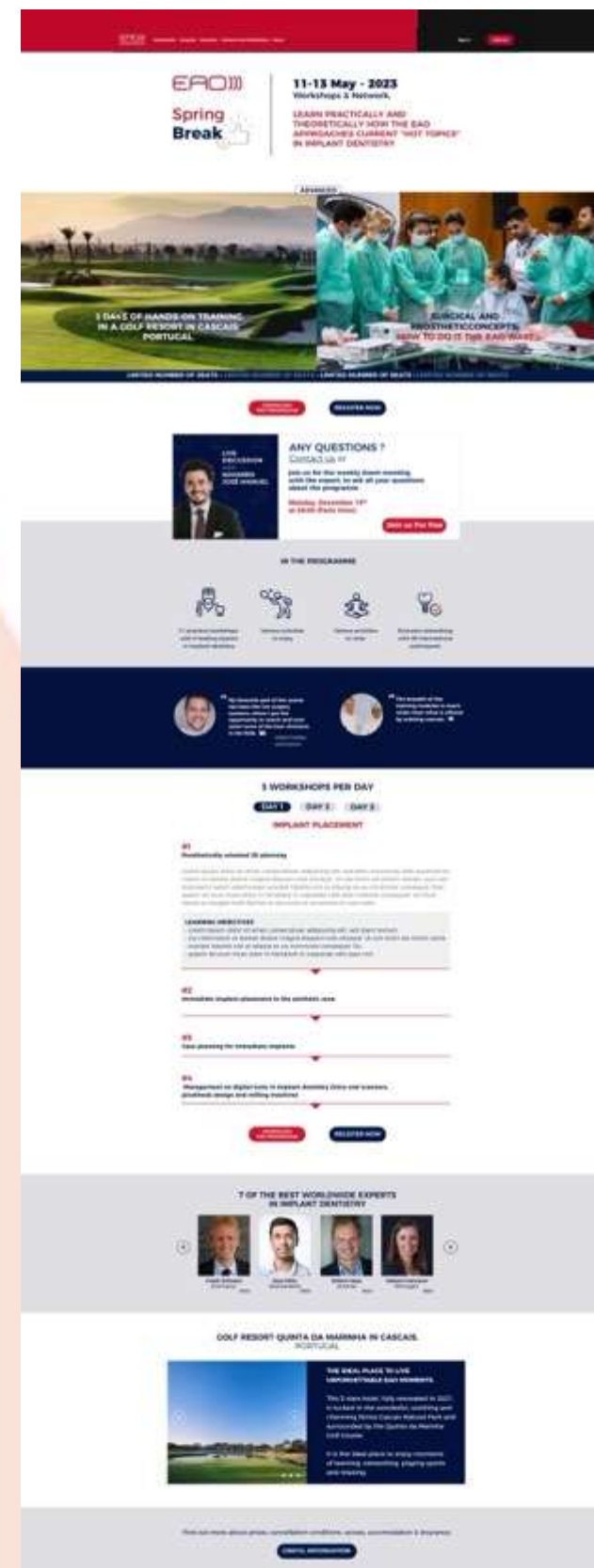
# EDUCATION CAMPAIGN

New web pages to highlight the Education projects



# EDUCATION CAMPAIGN

## New web pages EAO Education project



EAO Spring break 2023

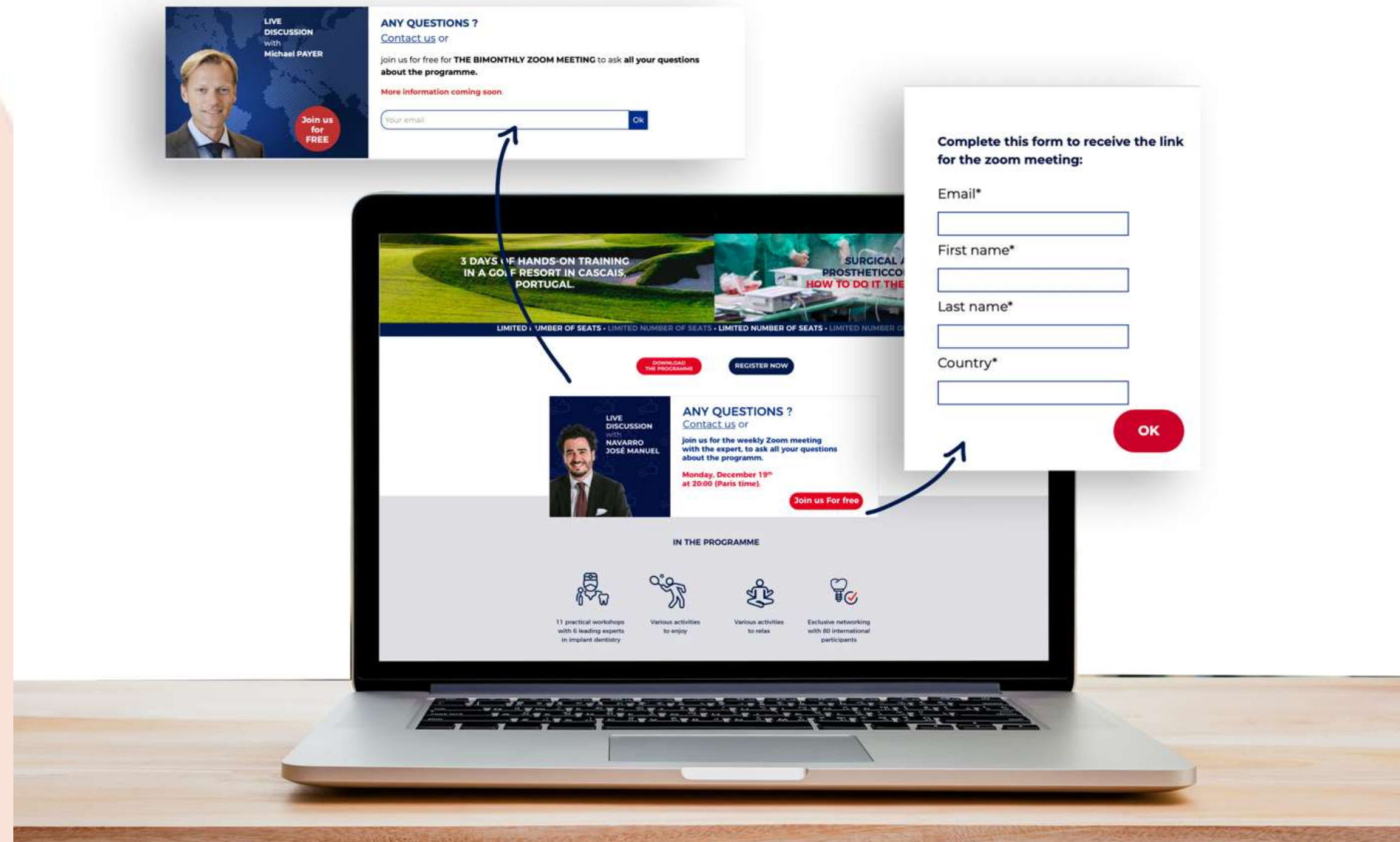


EAO Education



EAO First certificate

# EDUCATION CAMPAIGN



## New functionalities on the website

- **Zoom live meeting** with an expert to discuss the scientific programme
- **Download the programme:** to get email addresses for targeting campaigns
- **Pop up** with the bio of the experts

**Helena Francisco** (Portugal) [More](#)

**Robert Haas (Austria)**  
owns a private practice in Stockerau and Vienna / Austria and is a founding member of the Academy of Implantology Vienna. He made his PhD at the Dental University of Vienna in 1998 and in 2010 he was awarded the title "University Professor" by the Austrian Ministry of Science. Robert Haas is a cofounding member of the Austrian Society of Implantology and past vice president and past president. Since 2019 he is board member of the EAO and Chair of the Congress Committee and member of the Scientific board of the Sigmund Freud University Vienna. Furthermore, he serves in the review board of JOMI, COIR, J Periodontol and OMFPS. Robert Haas is a well known speaker at many national and international congresses and training courses. He has published more than 90 scientific articles in international journals and medical books.

**LIVE DISCUSSION with JOSÉ MANUEL NAVARRO**

**ANY QUESTIONS ?**  
[Contact us](#) or  
join us for the live discussion with José Manuel Navarro to ask all your questions about the programme.  
**Tuesday, January 24th at 20:00 (Paris time).**  
[Join us for free](#)

**LIVE DISCUSSION with Michael PAYER**

**ANY QUESTIONS ?**  
[Contact us](#) or  
join us for free for THE BIMONTHLY ZOOM MEETING to ask all your questions about the programme.  
More information coming soon.  
Your email  [OK](#)

# EDUCATION CAMPAIGN



Brochure to get an overview of all the Education projects



Flyer & poster to promote the education activities



Adverts published in journals

# EDUCATION CAMPAIGN

## New graphic design EAO Education

Logo + signature

**EAO)))**  
**Education**

Shaping the future  
of implant dentistry

**EAO)))**  
**Education**

Shaping  
the future  
of implant  
dentistry

logo sans signature



Bandeau niveau

ADVANCED ADVANCED ADVANCED ADVANCED ADVANCED

BASIC BASIC BASIC BASIC BASIC

Séparateurs image/fond



Paterne générique



Paterne adapté par formation



Frise formation



# EDUCATION CAMPAIGN

SPRING BREAK 2022



Social media posts



Social media stories

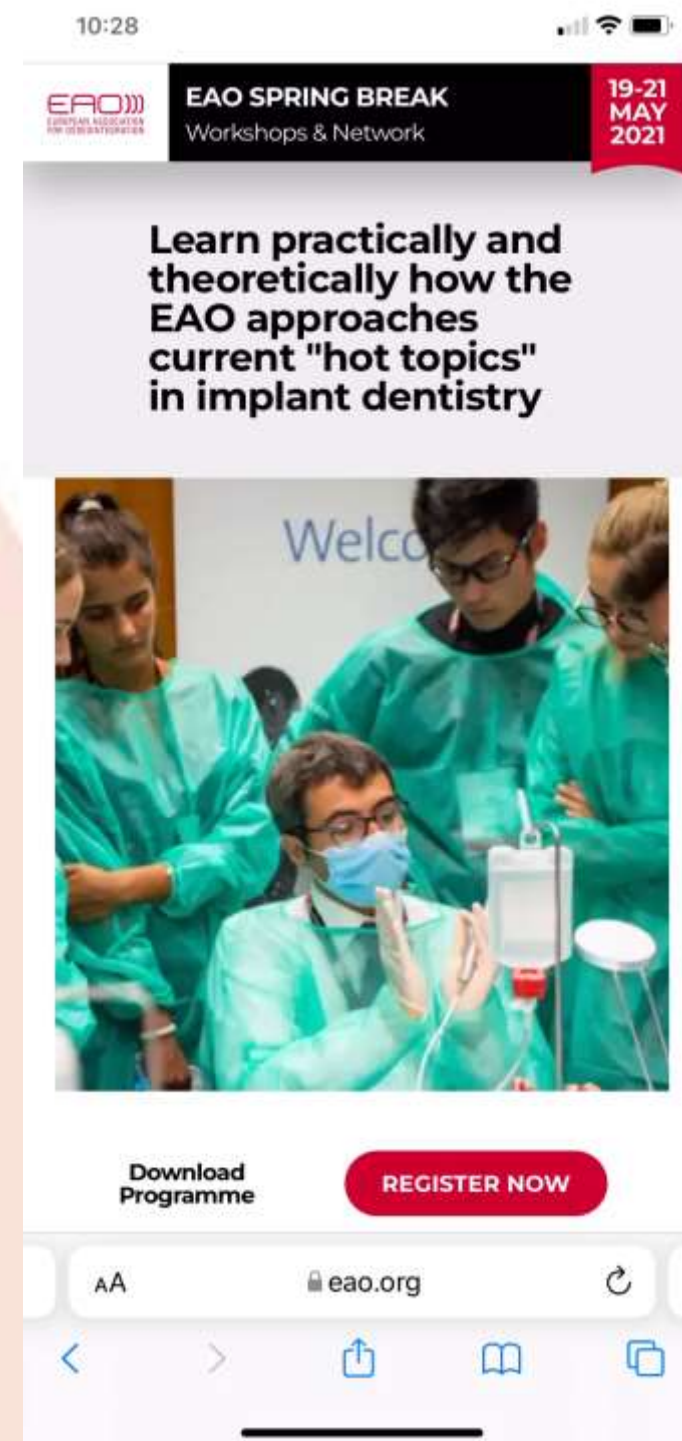
**4 SOCIAL MEDIA POSTS**  
**2 STORIES FORMATS**  
**1 BANNERS**  
**1 LANDING PAGE**



# EDUCATION CAMPAIGN

## SPRING BREAK 2022

**4 SOCIAL MEDIA  
POSTS**  
**2 STORIES**  
**2 FORMATS**  
**1 BANNERS**  
**1 LANDING  
PAGE**



Website mobile version



Dear Samya,

**Surgical and prosthetic concepts:  
How to do it the EAO way?**

You enjoyed the scientific content of the EAO Digital Days, now take your expertise to the next level with the first EAO Spring Break which will be held from **May 19-21, 2022!**  
**3 days of hands-on training, 12 practical workshops with 7 leading experts in a golf resort in Cascais, Portugal.**  
Get the opportunity to network with an international community and expand your knowledge.

Book today to secure your place at no risk for this unique event - **100% refund** in case of cancellation - more information on cancellations [here](#).

[Register Now](#)



Email+ header



Dear 'IFNAME',

Register today for the EAO Spring Break and still benefit from the preferential rate 1 600€! Don't miss the opportunity to participate in 3 days of hands-on training, 12 practical workshops with 7 leading experts in a stunning golf resort in Cascais, Portugal!

[Register Now](#)

Check out the full programme [here](#).

Book today to secure your place at no risk for this unique event ([limited places](#)) - **100% refund** in case of cancellation until May 1st - more information on cancellations [here](#).



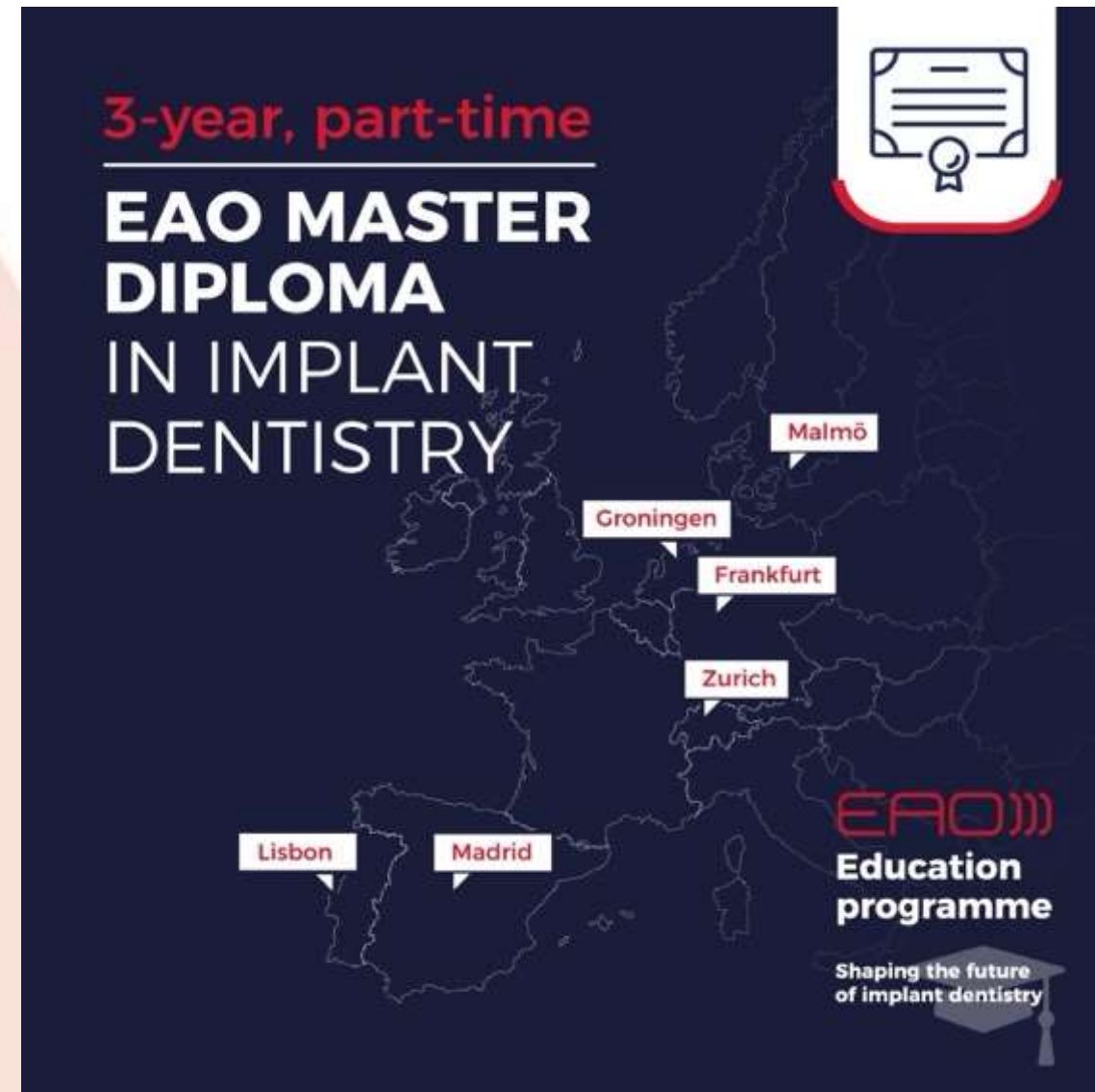
# EDUCATION CAMPAIGN

SPRING BREAK 2022



# EDUCATION CAMPAIGN

## DIPLOMA



Social media posts



Social media stories



Header

An email content graphic with a dark blue header at the top, identical to the header graphic above. Below the header, the text reads: "Only 2 places left for the next class of the EAO Master Diploma in Implant Dentistry!". This is followed by a section titled "Who is it for?" with a paragraph: "For clinicians who want to gain the skills to practise implant dentistry at the highest level. Learn and practice at some of the best implant dentistry education centres in Europe (Malmö, Groningen, Frankfurt, Zurich, Madrid & Lisbon)". Below this is a question: "Interested in unlocking your potential with the three-year education programme in implant dentistry?". This is followed by a section titled "Check out what is in store for you:" with a bulleted list: "• A combination of online training and face-to-face learning", "• Includes live surgery modules at some of Europe's most prestigious universities", "• Supported by a unique online learning platform", "• Completed in six modules over three years", "• Candidates receive expert mentoring between each module". Below the list is a paragraph: "Places on this prestigious course are strictly limited and only 2 places are left, so make sure you apply today to book your seat for the next session starting in March 2023.". At the bottom, there is a red button with the text "REGISTER NOW" and a link: "Any questions? Contact [info@eao.org](mailto:info@eao.org)".

Email

# EDUCATION CAMPAIGN

## DIPLOMA



Module  
Zurich 2022

Module  
Frankfurt 2022

Social media posts

Module  
Lisbon 2022

Module  
Gröningen 2022

# EDUCATION CAMPAIGN

## FIRST CERTIFICATE IN IMPLANT DENTISTRY

100% ONLINE

EAO)))  
First certificate in implant dentistry

ANY QUESTIONS?

NEW!

EAO)))  
First certificate in implant dentistry

100% ONLINE

EAO)))  
First certificate in implant dentistry

HOT TOPICS

EAO)))  
First certificate in implant dentistry

100% ONLINE

23 HOURS of education

6 MONTHS only

Early bird 700€ for members

MORE INFORMATION

100% ONLINE

EAO)))  
First certificate in implant dentistry

950€

EAO))) Education | Shaping the future of implant dentistry

NEW EDUCATION PROJECT

EAO)))  
First certificate in implant dentistry

Start January 13<sup>th</sup>

100% ONLINE

6 MONTHS only

Any questions? Contact us or

join us for the weekly Zoom meeting with

Michael PAYER to ask all your questions about the program.

Oct. 5<sup>th</sup> at 7:00 p.m. (Paris time)

NEW!

EAO)))  
First certificate in implant dentistry

100% ONLINE

6 MONTHS only

Access content anytime, anywhere

23 hours of education

6 modules every 4 weeks including online exams

950€

Obtain the EAO First Certificate in Implant Dentistry from wherever you are!

Dear \*|FNAME|\*,

The EAO First Certificate in Implant Dentistry our 100% online training will start on January 13th.

- 100% online: no time zone issue, you access the course whenever you want from wherever you are!
- Six months, 23 hours of tuition to cover a range of topics led by 18 world-renowned experts ([full programme](#))
- 6 modules at 6 of Europe prestigious centres: Leuven, Vienna, Geneva, Zurich, Madrid, Vienna & Lisbon that will address the following topics:
  - Module 1: Understanding bone physiology
  - Module 2: Diagnosis / indication
  - Module 3: Implantation: healed site
  - Module 4: Implant restoration (prosthetics)
  - Module 5: Ridge preservation
  - Module 6: Supportive peri-implant care, Diagnosis, prevention and management of complications
- On completion you will receive the EAO First Certificate in Implant Dentistry
- Only 950€ for EAO members

Join us and don't miss out on this opportunity to learn from the EAO experts!

**JOIN NOW**

Any questions? Contact [info@eao.org](mailto:info@eao.org)

Social media posts + GIF

Email

# EDUCATION CAMPAIGN

## Expert Clinician Courses

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**ENHANCED NATURAL HEALING IN DENTISTRY: L-PRF**  
Only a few seats left  
The course will be held with  
**Prof. Marc Quirynen**  
**Prof. Nelson Pinto**  
**Prof. Andy Temmerman**  
Leuven, Belgium  
December 15-16, 2023  
Places are strictly limited to 30 participants  
Pre-book your place now at [info@eao.org](mailto:info@eao.org)

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**ENHANCED NATURAL HEALING IN DENTISTRY: L-PRF**  
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Places are strictly limited to 30 participants  
Pre-book your place now at [info@eao.org](mailto:info@eao.org)

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**SCULPTING THE PERI-IMPLANT SOFT TISSUE WITH PROVISIONAL RESTORATIONS**  
Director and coordinator:  
**Oscar Gonzalez-Martin**  
Madrid, Spain  
17-18 February 2023  
Places are limited. Book your place now!

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**SCULPTING THE PERI-IMPLANT SOFT TISSUE WITH PROVISIONAL RESTORATIONS**  
Madrid, Spain  
17-18 February 2023  
Places are limited. Book your place now!

**JOIN THIS EXCLUSIVE CADAVER COURSE**  
**EAO EXPERT CLINICIAN COURSE**  
Brescia, Italy  
23-25 March 2023  
Book your place now!

**EAO EXPERT CLINICIAN COURSE**  
**EXCLUSIVE CADAVER COURSE WORK ON FRESH SPECIMENS**  
Brescia, Italy  
23-25 March 2023  
Book your place now!

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**LEARN HOW TO PERFORM A SAFE ANATOMICAL GUIDED SURGERY**  
- Anatomical surgery course with Cadaver lab -  
- Anatomical Training Centre "Luigi Fabrizio Rodella"  
Director and coordinator:  
**Prof. Mauro LABANCA MD DDS FICD**  
Scientific coordinator:  
**Prof. Rita REZZANI**  
Brescia, Italy  
23-25 March 2023  
Places are limited. Book your place now!

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### Social media posts

### Social media posts

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**ENHANCED NATURAL HEALING IN DENTISTRY: L-PRF**  
The course will be held with  
**Prof. Marc Quirynen**  
**Prof. Nelson Pinto**  
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Leuven, Belgium  
December 15-16, 2022  
Only a few seats left  
Places are strictly limited to 25 participants - Pre-book your place now at [info@eao.org](mailto:info@eao.org)

Leuven 2022

**EAO EXPERT CLINICIAN COURSE**  
ADVANCED  
**SCULPTING THE PERI-IMPLANT SOFT TISSUE WITH PROVISIONAL RESTORATIONS**  
Director and coordinator:  
**Oscar Gonzalez-Martin**  
Madrid, Spain  
17-18 February 2023  
Places are limited. Book your place now!

Madrid 2023

**THREE FULL DAYS WORK ON FRESH SPECIMENS**  
**EAO EXPERT CLINICIAN COURSE**  
Brescia, Italy  
23-25 March 2023  
Book your place now!

Brescia 2023

Social media post and headers

# EDUCATION CAMPAIGN

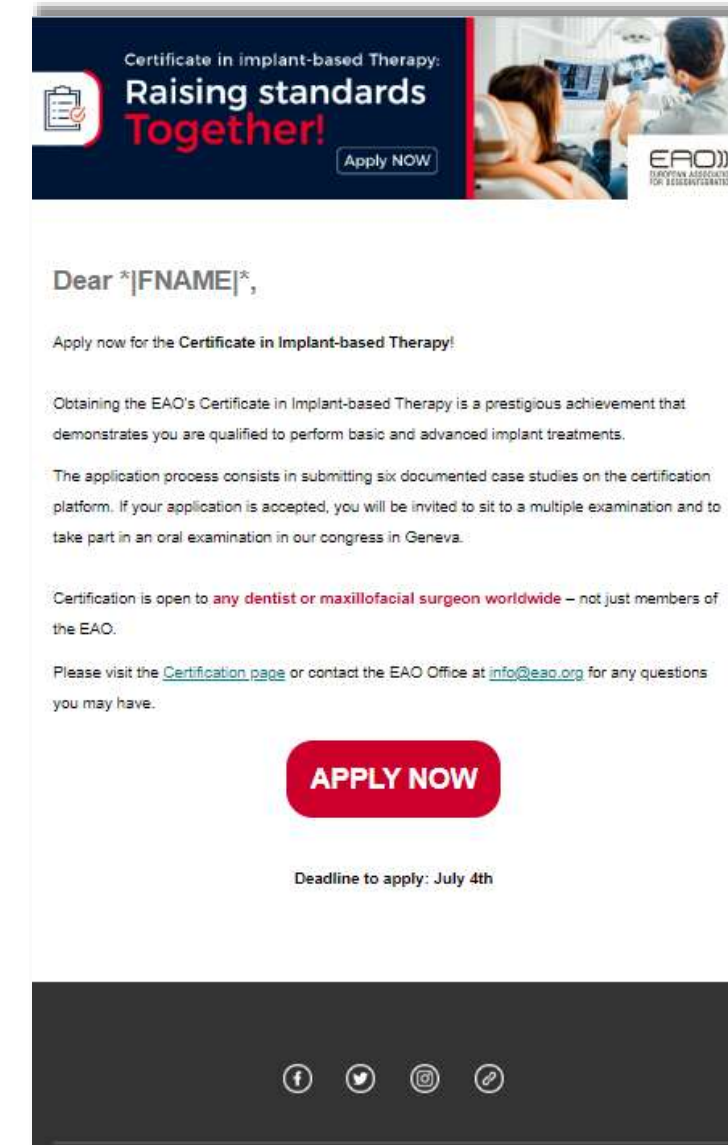
## EAO CERTIFICATE EXAM



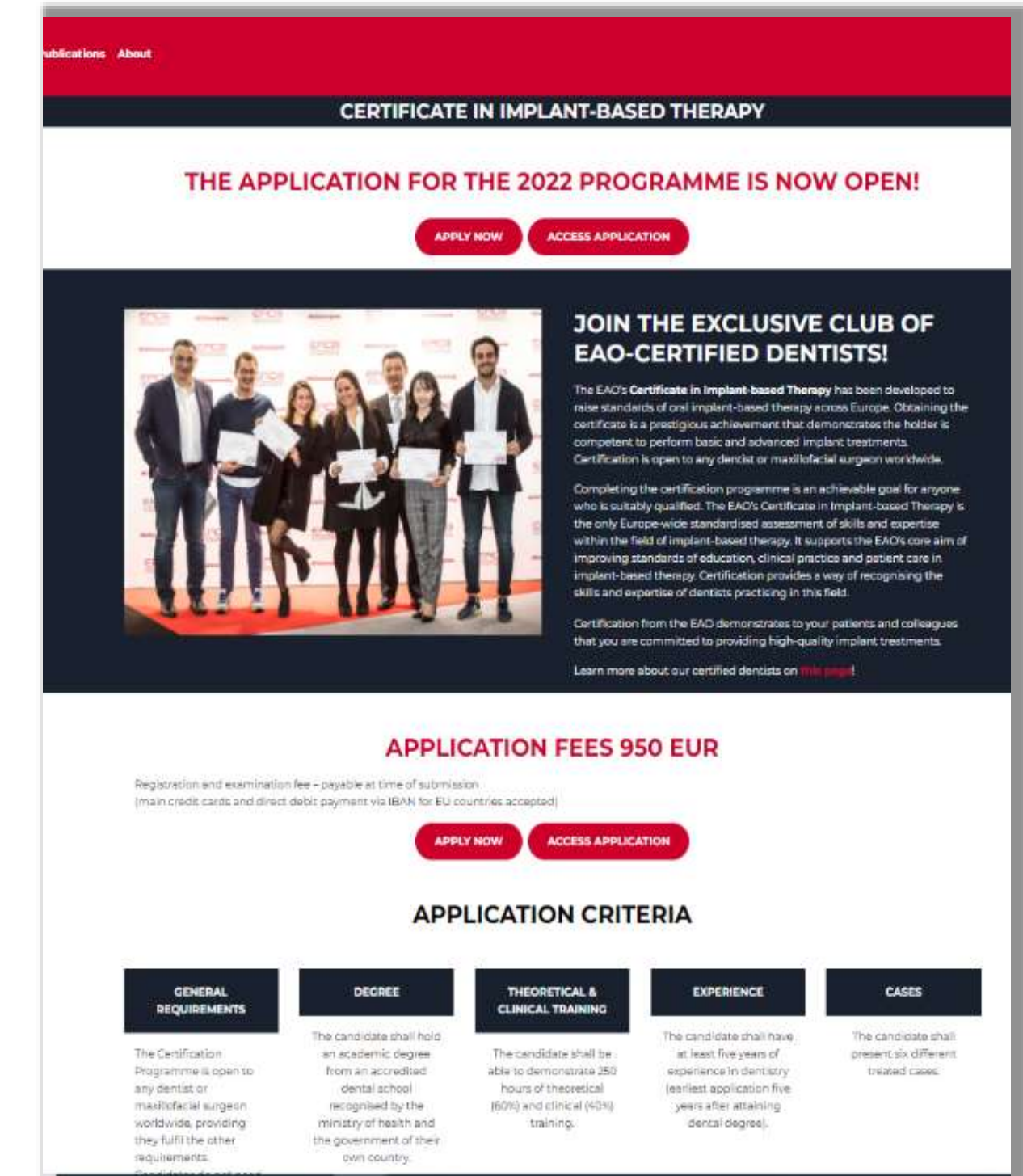
Social media posts



Social media stories



Email+ header



Website page

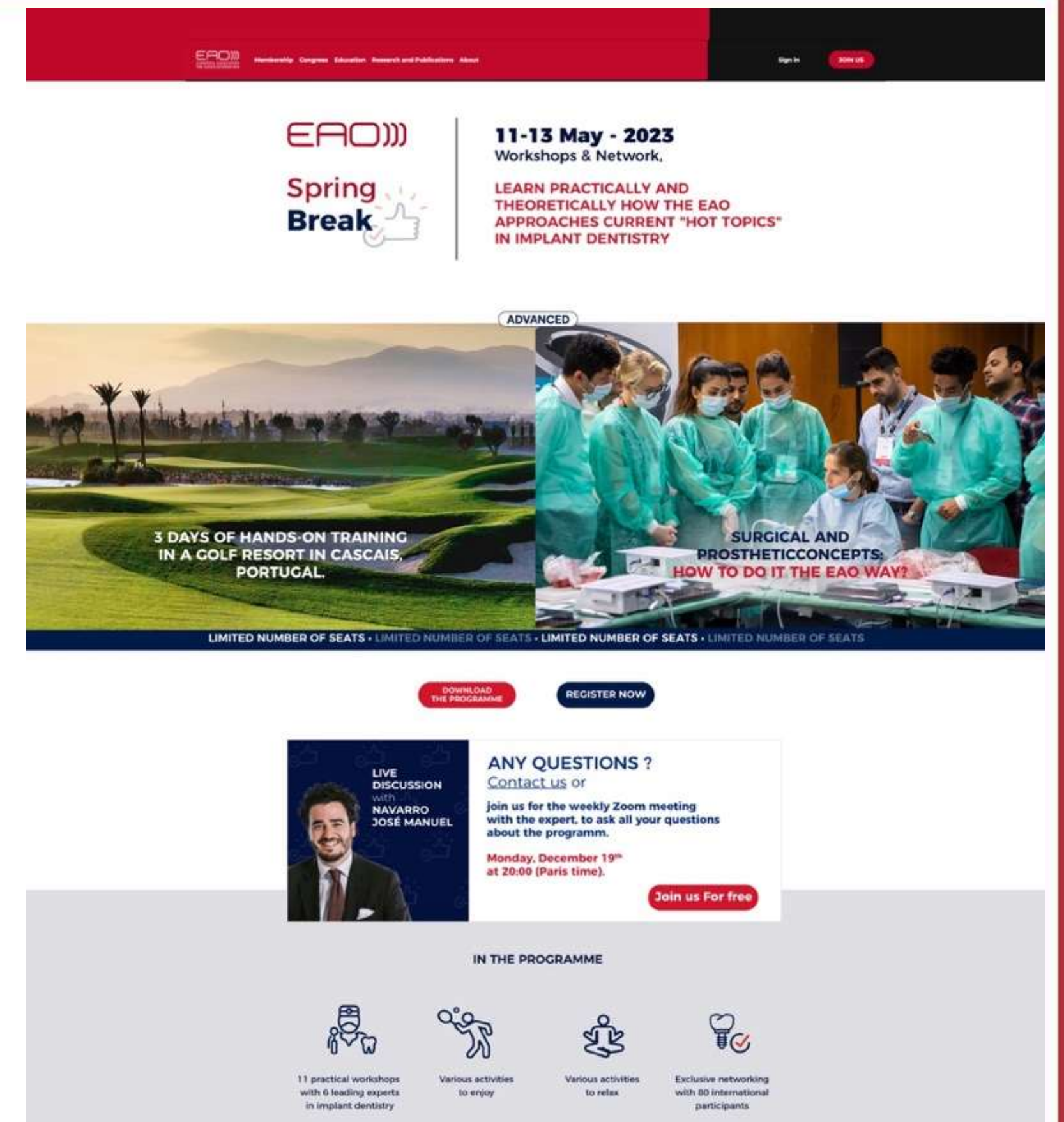
# EDUCATION CAMPAIGN SPRING BREAK 2023



Social media posts



Email+ header



Website page

# EAO CHANNEL CAMPAIGN

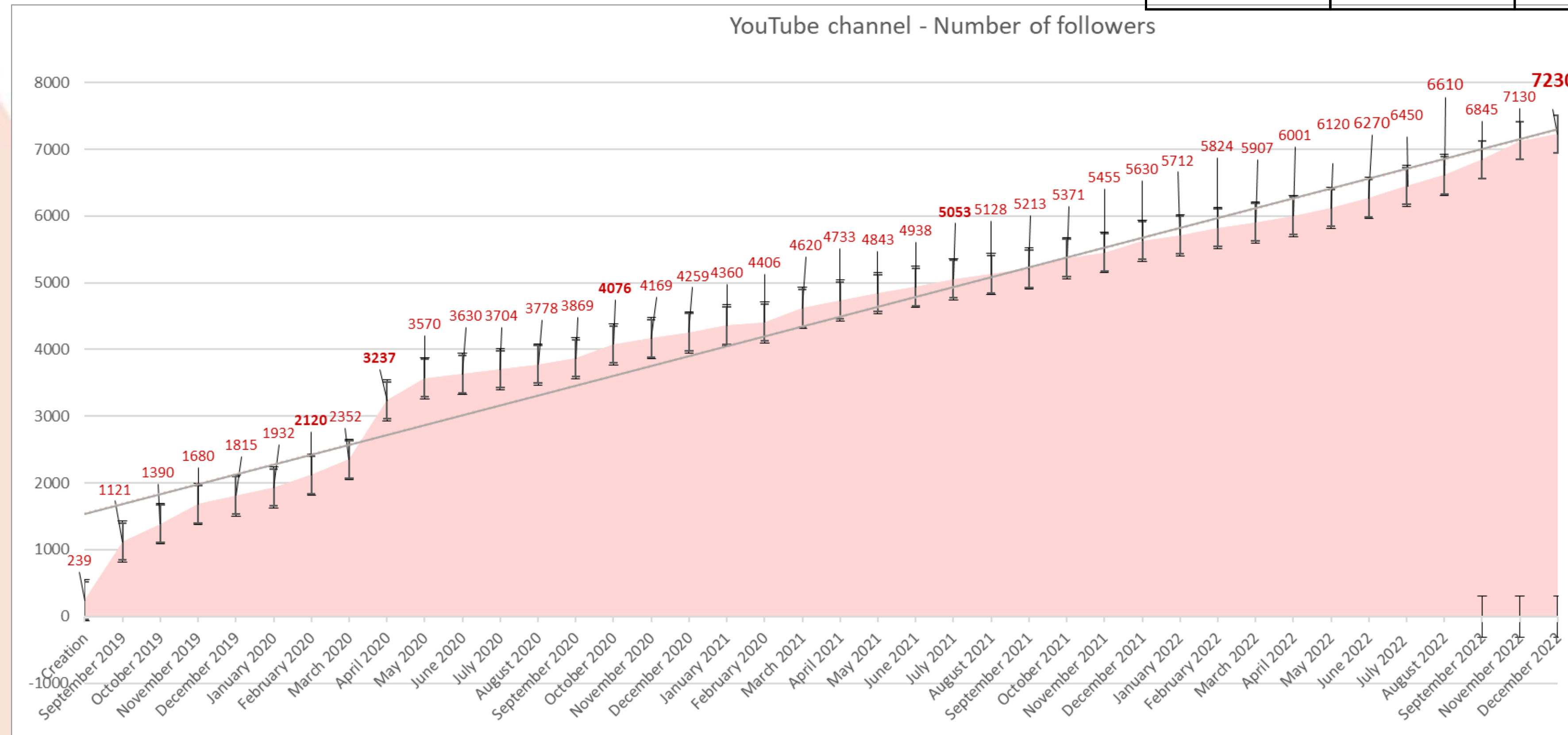
**EAO)))**  
EUROPEAN ASSOCIATION  
FOR OSSEOINTEGRATION

# EAO CHANNEL

**7 230 subscribers**

Consistency and regular evolution. Average: **180 subscribers/ month**

EAO 3 years	Osteology 8 years	EFP 9 years	ITI 10 years
<b>7 230</b>	438	7 340	3 560



September 2019

December 2022

# EAO CHANNEL

## JUST ASK Live sessions



Special Edition  
Consensus Conference  
Austra Ramanauskaite &  
Daniel Thoma



Frank Schwarz



Sofia Aroca



Matthias Karl



Ueli Grunder



Spyridon Papageorgiou



Markus Hürzeler

12 SOCIAL MEDIA POSTS  
10 STORIES FORMATS  
8 TOP BANNERS  
4 YOUTUBE THUMBNAILED  
f in t @

# EAO CHANNEL

## JUST ASK Live sessions

Different communication supports to promote the Just Ask live sessions



Youtube thumbnails



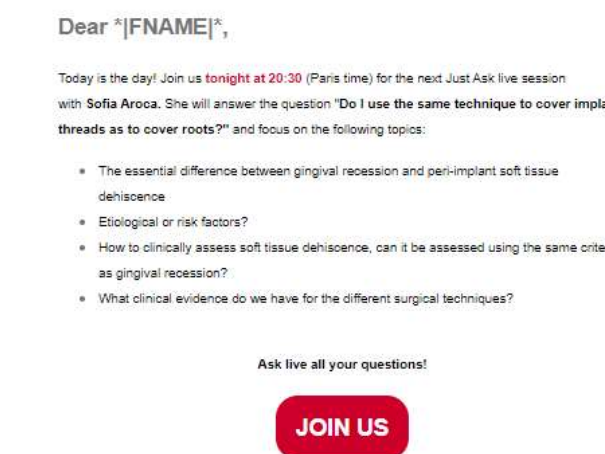
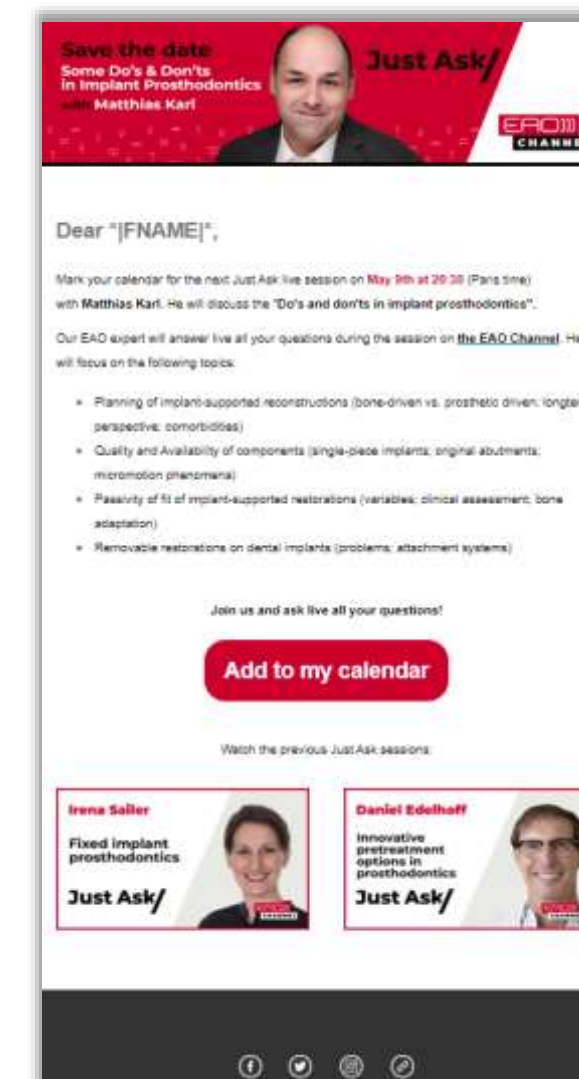
Social media posts



Social media stories



Emails headers



Visuals to promote the sessions throughout the year in emailing campaigns

# EAO CHANNEL

## JUST ASK Live sessions

JUST ASK											
	<b>Alberto Salgado</b> Sinus lift	<b>Michael Payer</b> ceramic implant	<b>David Nisand</b> Soft Tissue management	<b>Isabella Rocchietta</b> Guided bone regeneration	<b>Irena Sailer</b> fixed implant in prosthodontics	<b>Brenda Martens</b> Peri-implantitis	Special Edition Dental practice with Covid 19	<b>Ronald Jung</b> Alveolar ridge preservation	<b>Victor Palarie</b> Implants in systemic diseases	<b>Andre Chen</b> Dental Implantology	<b>Average based on the 29 sessions</b>
<b>During the live</b>											
<b>Number of views</b>	<b>337</b>	<b>244</b>	<b>283</b>	<b>348</b>	<b>280</b>	<b>861</b>	<b>1600</b>	<b>479</b>	<b>310</b>	<b>144</b>	<b>460</b>
Average watch time	17min49s	17min 53s	20min 90s	16min 49s	16min 43s	15min 24s	18min 22s	19min 50s	14min 13s	12min 24s	<b>16min 15sec</b>
Peak of audience	77	71	85	89	85	215	470	133	77	43	<b>109</b>
Number of likes & shares	49	39	53	37	45	45	90	55	18	20	<b>42</b>
Number of comments	107	52	76	93	132	204	229	105	51	61	<b>74</b>
<b>A week later</b>											
<b>Number of views</b>	<b>1099</b>	<b>717</b>	<b>848</b>	<b>908</b>	<b>1011</b>	<b>1811</b>	<b>4853</b>	<b>1340</b>	<b>587</b>	<b>392</b>	<b>990</b>
Average watch time (min)	10min 22s	10min 42s	13min 20s	13min 54s	10min 54s	11min 32s	12min 29s	15min 49s	10 min	7min 03s	<b>12min 37sec</b>
Number of likes	34	34	31	37	39	44	74	48	41	18	<b>40</b>
Number of shares	27	35	28	19	15	49	174	37	24	11	<b>25</b>
Number of comments	107	58	81	102	134	242	231	108	51	66	<b>78</b>
<b>Total number of views</b>	<b>4 197</b>	<b>5 142</b>	<b>4 929</b>	<b>8 295</b>	<b>6 589</b>	<b>3 943</b>	<b>5 938</b>	<b>6 013</b>	<b>1 324</b>	<b>1 323</b>	<b>3380</b>

# EAO CHANNEL

## JUST ASK Live sessions

JUST ASK										
	Frack Renouard Human factors	Tali Chackartchi Digital aspects	Martina Stefanini Soft tissue management around failed implants	Marc Nevins Minimally Invasive Bone Regeneration in Compromised Sites : Esthetic Implants	Stefano Garcis The implant-Abutment interface	Christer Dahlin History of GBR: Past, Present and Future	Daniel Edelhoff Innovative Pretreatment Options in Prosthodontics	Paulo Carvalho Handling soft tissue defects in aesthetic areas	Sven Mühlemann Digital technologies in implant prosthodontics	Average based on the 29 sessions
<b>During the live</b>										
Number of views	179	278	256	280	650	287	261	678	238	460
Average watch time	22min 12s	16min 13s	20min 32s	24min 40	16min 51s	21 min	14min 35s	13min 47s	12min 24s	16min 15sec
Peak of audience	62	70	91	104	184	92	52	84	71	109
Number of likes & shares	25	33	37	23	44	43	31	49	39	42
Number of comments	69	40	57	64	89	49	47	40	70	74
<b>A week later</b>										
Number of views	480	732	804	893	977	687	509	862	692	990
Average watch time (min)	14min 01s	11min 40s	13min 27s	16min 07s	14min 37s	17min 15s	12min 40s	13min 41s	11min 40s	12min 37sec
Number of likes	34	40	34	32	37	41	23	42	27	40
Number of shares	7	11	28	18	28	19	15	19	13	25
Number of comments	69	48	62	65	91	49	52	42	70	78
<b>Total number of views</b>	<b>1 934</b>	<b>1 978</b>	<b>4 922</b>	<b>2 432</b>	<b>3 011</b>	<b>2 621</b>	<b>1 894</b>	<b>3 801</b>	<b>1 892</b>	<b>3380</b>

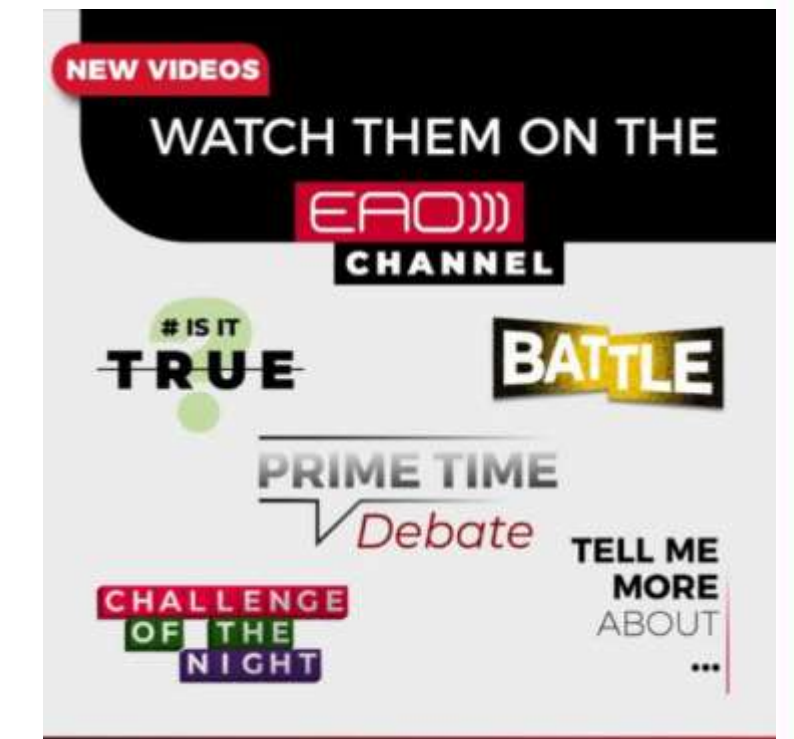
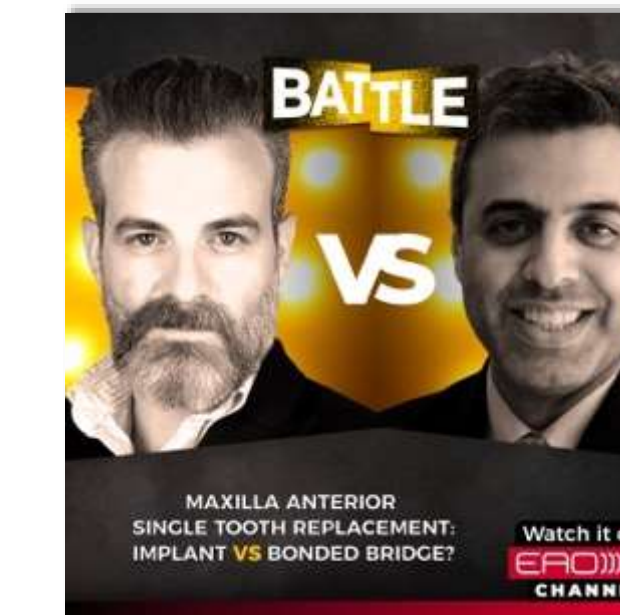
# EAO CHANNEL

## JUST ASK Live sessions

### JUST ASK

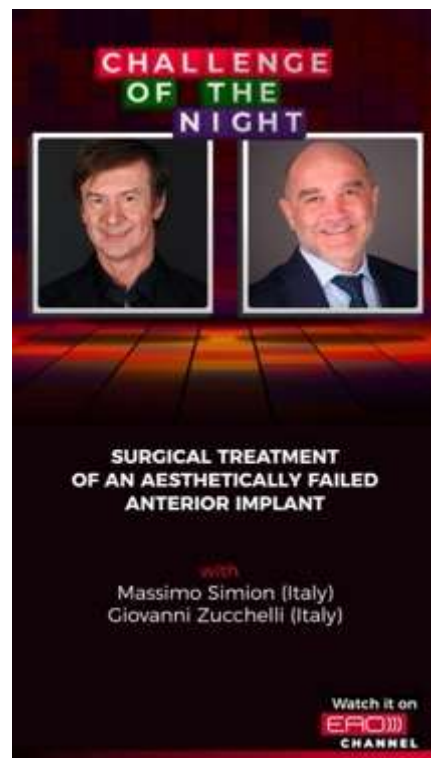
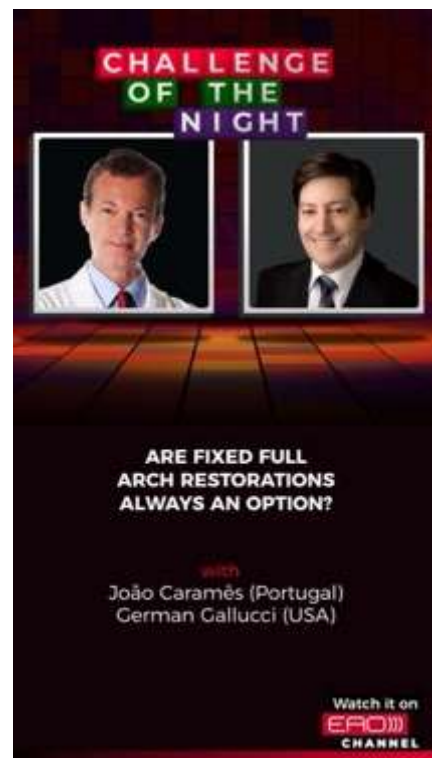
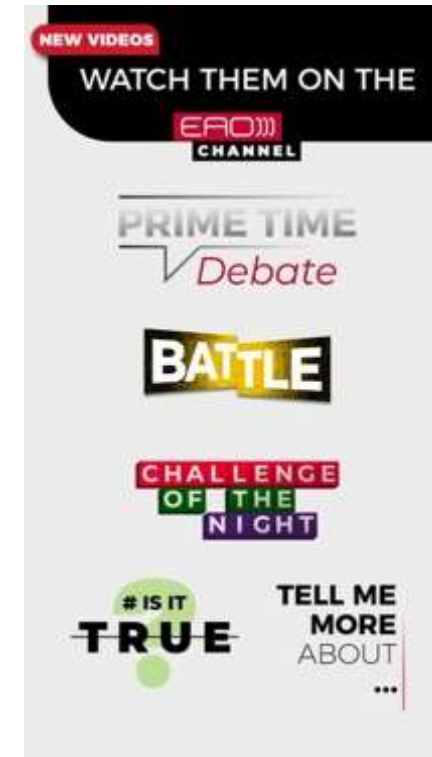
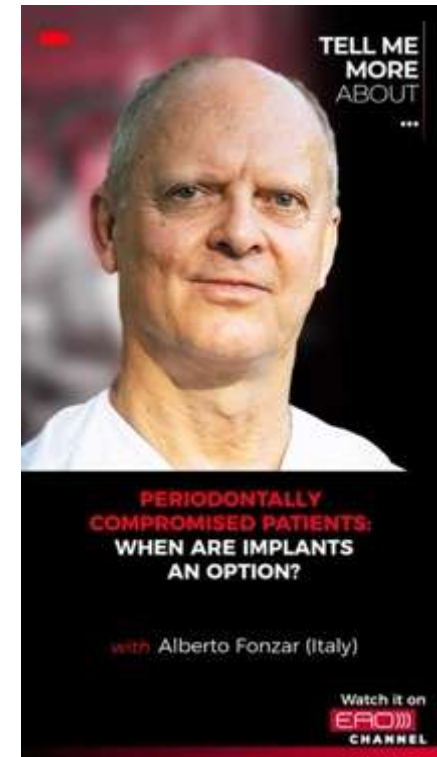
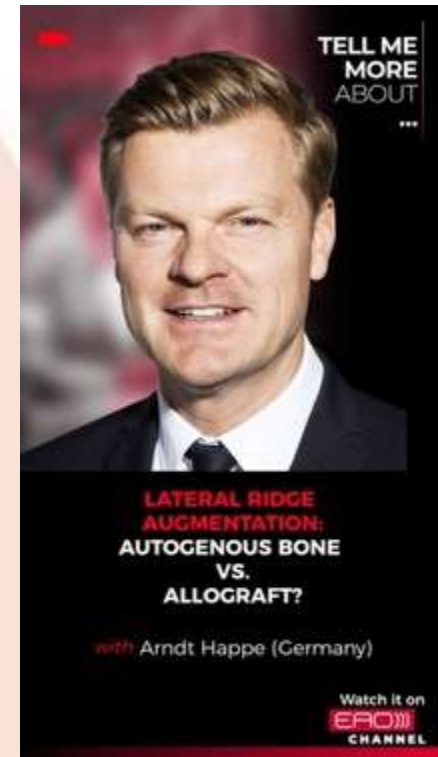
	<b>Arndt Happe</b> Anterior Implants: How to Plan and Communicate?	<b>Rudolf Fürhauser</b> How do I assess the aesthetic of my results in the anterior maxilla?	<b>Special Edition</b> Consensus Conference Part 1	<b>Special Edition</b> Consensus Conference Part 2	<b>Frank Schwarz</b> Reconstructive approaches for the surgical management of peri-implantitis	<b>Matthias Karl</b> Some Do's and Don'ts in implant Prosthodontics	<b>Sofia Aroca</b> Do I use the same technique to cover implant threads as to cover roots?	<b>Ueli Grunder</b> Soft tissue grafting around implants in the aesthetic zone in the last 30 years?	<b>Spyridon Papageorgiou</b> Age considerations in dental implant placement	<b>Markus Hürzeler</b> Socket shield technique, is it a reality now?	<b>Average based on the 29 sessions</b>
<b>During the live</b>											
<b>Number of views</b>	<b>310</b>	<b>277</b>	<b>384</b>	<b>501</b>	<b>679</b>	<b>530</b>	<b>535</b>	<b>854</b>	<b>361</b>	<b>926</b>	<b>460</b>
Average watch time	15min 10s	10min 24s	16min 06s	14min 27s	13min 19s	9 min 02s	12 min 07s	15min 06s	9min52s	22min 59s	<b>16min 15sec</b>
Peak of audience	69	47	99	105	157	91	85	111	54	201	<b>109</b>
Number of likes & shares	43	18	31	37	47	36	51	82	33	52	<b>42</b>
Number of comments	23	18	54	81	91	48	32	53	35	86	<b>74</b>
<b>A week later</b>											
<b>Number of views</b>	<b>587</b>	<b>537</b>	<b>584</b>	<b>506</b>	<b>1086</b>	<b>973</b>	<b>731</b>	<b>1739</b>	<b>496</b>	<b>1268</b>	<b>990</b>
Average watch time (min)	13min 53s	8min 17s	13min 43s	14min 28s	12 min 34s	8min 53s	11min 05s	13min 52s	8min16	21min46	<b>12min 37sec</b>
Number of likes	26	16	23	34	52	41	56	87	38	86	<b>40</b>
Number of shares	25	15	9	10	15	12	16	22	9	25	<b>25</b>
Number of comments	24	19	55	81	96	50	34	57	37	89	<b>78</b>
<b>Total number of views</b>	<b>2 585</b>	<b>1 821</b>	<b>1 575</b>	<b>2 010</b>	<b>3 638</b>	<b>2 709</b>	<b>2 044</b>	<b>4 735</b>	<b>1 529</b>	<b>3206</b>	<b>3380</b>

### EAO Digital Day 2021 Available on the EAO Channel



Social media posts

## EAO Digital Day 2021 Available on the EAO Channel



Social media stories



# EAO CHANNEL

## Top 10 – number of views Since the EAO channel is open

1



Evolution of bone regenerative protocols | EAO Congress

21 321 views

2



Should we avoid implants in aesthetic zone? EAO Congress

16 740 views

3



Treat cases involving buccal bone loss after extraction w/ J.C. Rosa, M. Quiryren & I. Zabalegui

10 009 views

4



How to treat peri-implantitis w/ Ignacio Sanz Sanchez & Jan Derks | EAO Congress

8 606 views

5



Guided bone regeneration with Isabella Rocchietta | Just Ask

8 295 views

6



Fixed implant prosthodontics with Irena Sailer | Just Ask

6 589 views

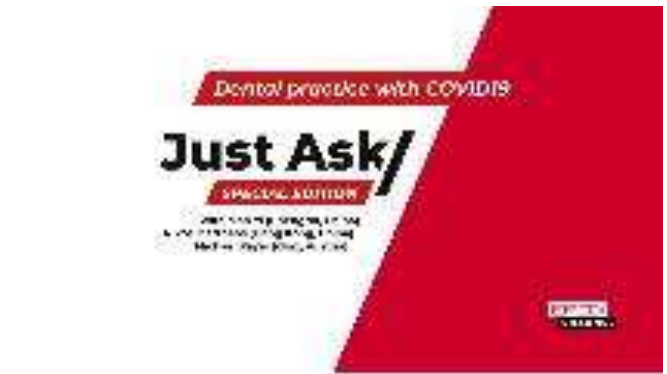
7



Alveolar ridge preservation with Ronald Jung Just Ask

6 013 views

8



Dental Practice with COVID19 with Man Yi, N.Matteos & M. Payer | Just Ask

5 938 views

9



Ceramic implants with Michael Payer | Just Ask

5 142 views

10



Soft tissue management with David Nisand Just Ask

4 929 views

# CAMPAIGN **EAO CHANNEL**

**303 K views cumulated**

for all the videos  
since the creation of the EAO Channel

**8min 48**

average watching time for all the videos since the  
creation of the EAO Channel

## **Just Ask/**

Total of 29 videos posted  
including 7 in 2022

**94 824**  
views cumulated since their  
publication

**11 min 04 s**  
average watching time

## **EAO Digital Days sessions**

Total of 35 videos posted  
including 12 in 2022

**32 723**  
views cumulated since their  
publication

**8 min 17 s**  
average watching time

## **Clinical videos**

Total of 35 videos posted  
including 6 in 2022

**49 313**  
views cumulated since their  
publication

**1 min 25 s**  
average watching time

# KPI 2022

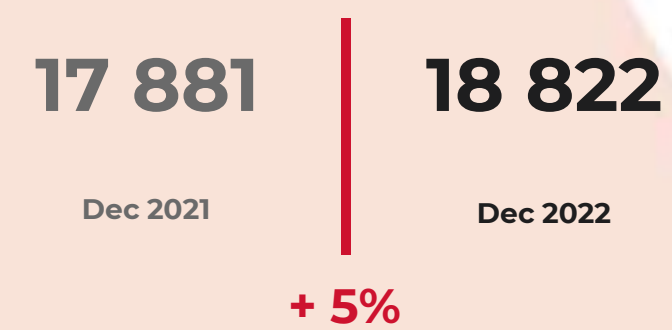
# KPI COMMUNITY

Develop a strategy and design  
a global campaign

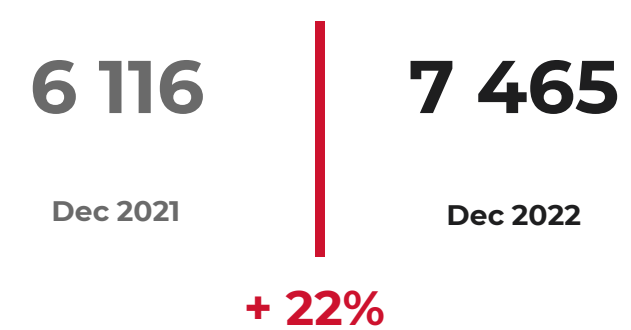
Key Performance Indicators



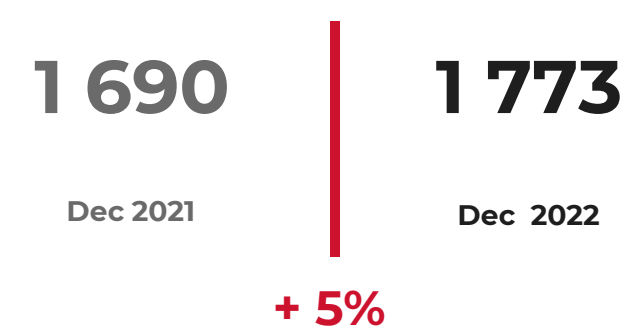
Fan growth



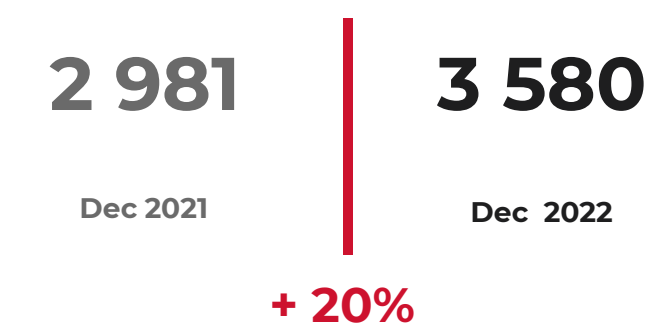
Fan growth



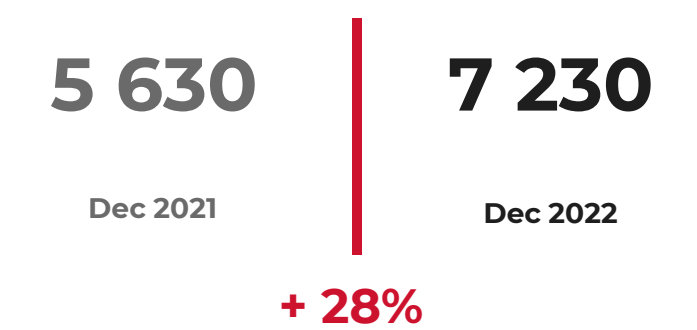
Fan growth



Fan growth



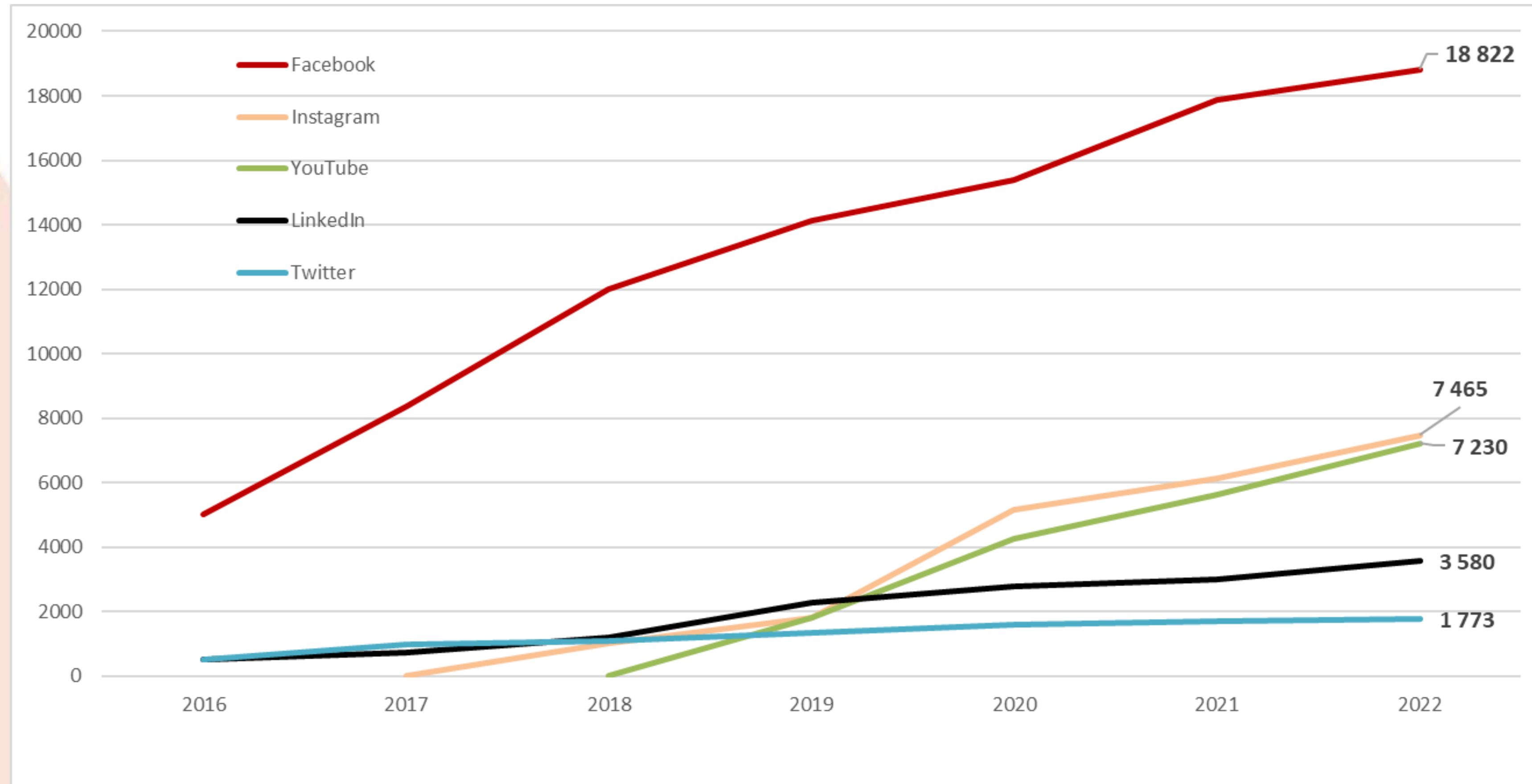
Fan growth



EAO Direct group:  
2 157 people in Dec 2020  
2 195 people in Dec 2022

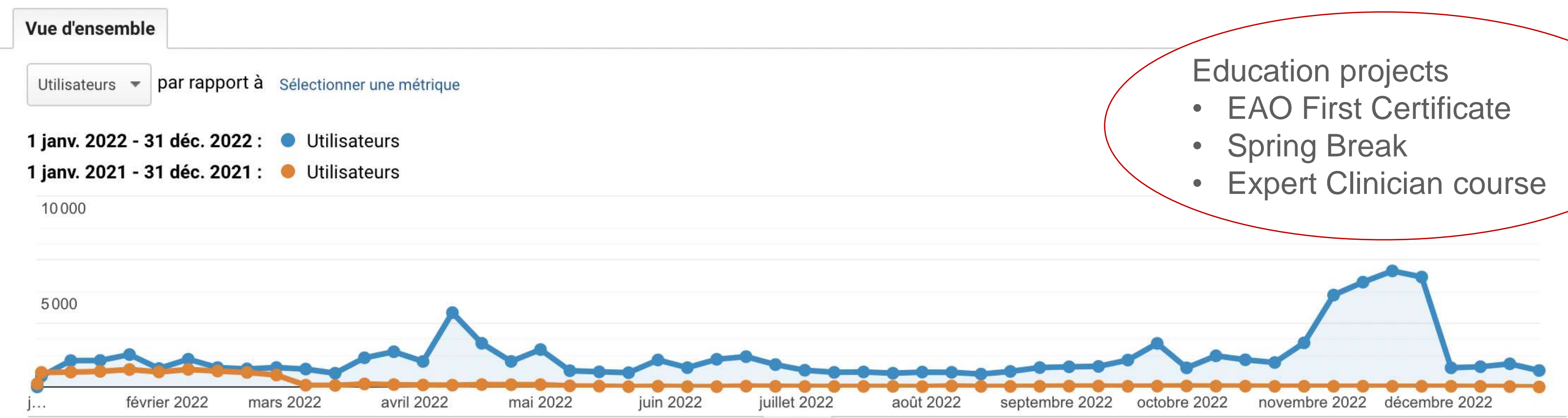
# KPI COMMUNITY

## Fan growth evolution 2016- 2022



# KPI WEBSITE

## User evolution on eao.org 2022 vs 2021



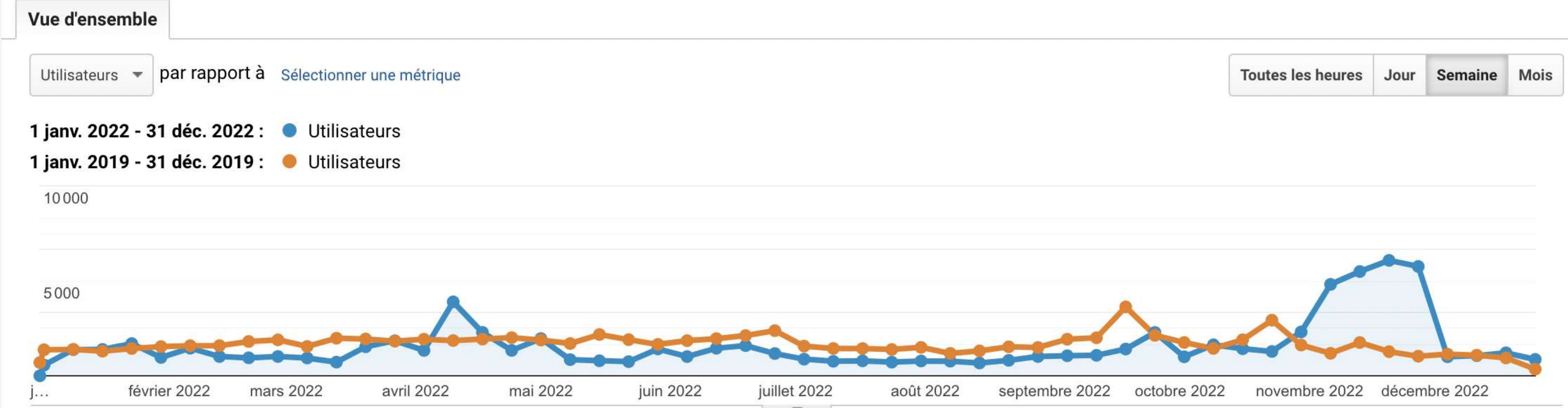
### USER (unique visitors)

<b>71 129</b>	<b>8 585</b>	<b>73 096</b>
2019	2021	2022

### SESSION (number of visits)

<b>109 609</b>	<b>11 643</b>	<b>97 521</b>
2019	2021	2022

## User evolution on eao.org 2022 vs 2019



We have regained the traffic on the eao.org before covid but we need to improve the website so that users consult more content

# KPI ADS

## Advertising campaign on Facebook et Instagram

### GENEVA 2022 GLOBAL

<b>24 040 €</b>	<b>573 628</b>	<b>0,04</b>	<b>9 119 592</b>	<b>38 505 903</b>
Budget	Cliks	Cpc	cover	Print

All the different communication moments in more than 100 countries

**Click** = unique click

**Cpc** = cost per click

**Cover** = number of unique persons targeted

**Print** = number of time the visuals were seen

### GENEVA 2022 - Aquisition

<b>4 306 €</b>	<b>80 489</b>	<b>0,05</b>	<b>2 487 154</b>	<b>5 675 688</b>
Budget	Cliks	Cpc	cover	Print

Targeting people who look like our community but are outside our community

Others: countries with combined action 9000€

### GENEVA 2022 – Retargeting

<b>10 514 €</b>	<b>339 786</b>	<b>0,03</b>	<b>3 508 717</b>	<b>14 072 169</b>
Budget	Cliks	Cpc	cover	Print

Targeting people inside our community

# KPI ADS

## Advertising campaigns on Facebook et Instagram

**Click** = unique click

**Cpc** = cost per click

**Cover** = number of unique  
persons targeted

**Print** = number of time the  
visuals were seen

### EDUCATION 2022 GLOBAL

**2 654 €**

**92 754**

**0,03**

**5 453 945**

**5 453 945**

Budget

Clics

Cpc

cover

Print

First certificate / Spring break in more than 100 countries  
Mainly inside our community