

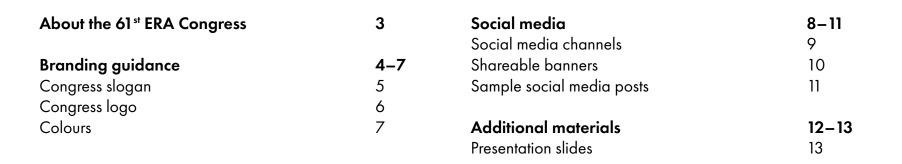
# EUROPEAN RENAL ASSOCIATION

61<sup>st</sup> ERA Congress – Inspiring Kidney Care

**Congress Toolkit** 



## **CONTENTS**







## ABOUT THE 61 ST ERA CONGRESS

The 61st ERA Congress will take place both virtually and live in Stockholm on May 23-26, 2024.

Hosted by the European Renal Association, this event stands as the largest annual Nephrology Congress in Europe, welcoming thousands of attendees from across the globe. The Congress focuses on key learning features in the clinical field, as well as the scientific and latest innovations.

This year's theme is 'Rethinking kidney health, transforming kidney care'. The Congress will feature seven main tracks:

- 1. Physiology, Cell Biology & Genetic Diseases
- 2. Glomerular & Tubulo-interstitial Diseases
- 3. Chronic Kidney Disease
- 4. Dialysis
- 5. Kidney Transplantation
- 6. Hypertension & Diabetes
- 7. AKI & Critical Care Nephrology

To discover more about this year's Scientific Programme, please visit our website.







# BRANDING GUIDANCE

### **CONGRESS SLOGAN**

'Inspiring Kidney Care' summarises ERA's commitment to providing excellence in kidney care, while motivating professionals to foster innovation in the field of nephrology. The slogan conveys the following key messages:

- 1. **Positive influence**: the term 'inspiring' suggests motivation and encouragement. It implies that ERA is not just providing a standard medical Congress but is striving to motivate and uplift professionals in their work.
- 2. **Focus on care**: by emphasising 'kidney care', the slogan highlights the organisation's dedication to the treatment of kidney-related issues, and, therefore, to patient care. It indicates a comprehensive approach that encompasses various aspects of care, including prevention, diagnosis, treatment and support.



### **CONGRESS LOGO**

The Congress logo is permitted for use within your event-related materials, including your presentation. The requirement is that no changes or additions are made to it.

#### **STRUCTURE**

The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason. It is important that any use of this logo is in accordance with these guidelines at all times.

#### Minimum size:

30mm is the minimum size for the logo in printed materials and 44px in digital materials.

#### **TYPOGRAPHY**

Dolce Vita Quite Regular

#### **FURTHER SPECIFICATIONS**

- 1. It must be clearly recognisable that you or your company, not ERA, is the author of any Congress-related materials you produce, including your presentation.
- 2. When incorporating both the Congress logo and your company logo, maintain equal positioning for both logos.
- 3. Preferably, the Congress logo should be presented against a white background, adhering to the colour specifications outlined on page 7.
- 4. Please ensure that on your own materials, you utilise the Congress logo provided in this toolkit and not the ERA society logo.

DOWNLOAD HERE



- 01 FULL LOGO
- 02 EDITION NUMBER
- 03 LOCATION AND COLOUR FLAG

- 04 DATE
- 05 SLOGAN

30 mm



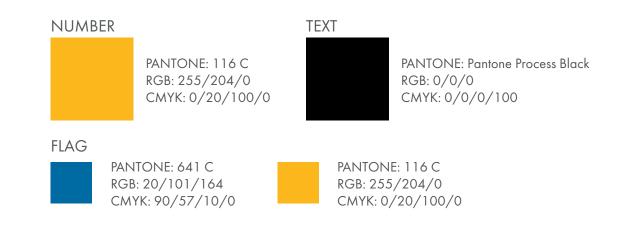
Dolce Vita Quite Regular

ABCDEFGHIJKLM NOPQRSTUV/VXYZ 1234567890

## **COLOURS**

The black text Congress logo should be used for digital and print materials. Preferably, this should be displayed against a white background:







# SOCIAL MEDIA

#### SOCIAL MEDIA CHANNELS

ERA has a variety of social media channels that will be posting about the latest news and developments over the course of the Congress.

We encourage you to follow ERA's channels and utilise the official Congress hashtag '#ERA24' when posting about any Congress-related activities.













#### Congress social media rules

- 1. The use of social media is widely encouraged at the ERA Congress. <u>The general social media rules</u> also apply in this specific case.
- 2. Through the use of social media, we will promote an engaged online environment that is professional, respectful, and educational for all those interested in the ERA Congress.
- 3. We encourage people to like, comment and share the ERA social media posts as well as generate and share their own content (live-tweet, slides, posters, and exhibitor information, etc).
- 4. We encourage speakers and presenters to include their X handle in their introductory slides and on their posters. Institutional X handles can also be included at the discretion of the presenters and speakers.
- 5. Live tweets from the ERAkidney X account will include the personal and/or institutional social media handle of presenters and speakers where possible. If presenters or speakers do not wish to have accounts tagged in X posts, they should inform the Congress organisers at social@era-online.org 24 hours prior to their presentation.

- 6. We ask that comments and replies to the posts of @ERAKidney as well as those engaging with the conference are respectful towards the other participants.
- 7. Pictures and videos shared at the ERA Congress can be generally taken during scientific presentations, for personal use only, and can then be used on social media. This is provided the speaker or presenter has not indicated that they do not wish for their content to be shared as indicated below. The commercial use of pictures and videos taken during the annual ERA Congress is NOT allowed.
- 8. Speakers who do not want their content shared should do so in one of the following ways:
- Presentation: For speakers who do not want any content from their presentation shared via social media they should post a slide at the beginning of their talk stating so.
- Slide: For speakers who do not want content from a poster, specific slide or set of slides shared via social media they should share a 'No Social Media' icon.
- 9. We ask that all participants respect these requests but we cannot ensure adherence.
- 10. No content from the ERA Congress that could in any way identify a patient should be presented or shared on social media.

### SHAREABLE BANNERS

ERA has developed shareable banners for use across X, Instagram, Facebook and LinkedIn to spread awareness of the Congress and amplify your presence at the event.

3x 'Join me at the 61 st ERA Congress!'

3x 'I'm attending the 61st ERA Congress!'

3x 'I'm presenting my research at the 61st ERA Congress!'

3x graphical banners without additional text

Please note that these banners can only be used for event-related materials and activities and that no changes or additions can be made to them.

























**DOWNLOAD HERE** 

#### SAMPLE SOCIAL MEDIA POSTS

Join the movement to inspire kidney care at #ERA24!

Alongside the shareable banners, we encourage you to share personal messages across social media, inviting your network to explore the Scientific Programme and register. Make sure to tag your peers and nephrology network worldwide to spread the message.

Here are some sample posts to which you can add your own personal message:

- The #ERA24 Scientific Programme is live! bit.ly/47YHgqC
   I'm looking forward to diving into sessions on [mention sessions/topics you're eager for].
   Join me there! bit.ly/4beo9LY
- Eager to explore the #ERA24 Scientific Programme! <u>bit.ly/47YHgqC</u>
   I can't wait to join forces with the global nephrology community this summer to discover the latest innovations inspiring kidney care meet me there! <u>bit.ly/4beo9LY</u>
- I'm thrilled to announce that I will be presenting at #ERA24! Exciting discussions ahead on [insert session or topic].
  - Join us on our journey to inspire kidney care. Register today! bit.ly/4beo9LY
- I'm proud to be part of the global nephrology community at #ERA24!
   Let's unite and inspire positive change in kidney care.
   Be part of this experience by registering now! bit.ly/4beo9LY







# ADDITIONAL MATERIALS

### PRESENTATION SLIDES

Dedicated slides have been created for this year's Congress.

You are invited to download and integrate these PowerPoint slides [16:9] into your presentations.





6 ERA CONGRESS Title goes here ADD YOUR LOGOS MAY 23-26, 2024 INTRODUCTION RESULTS CONCLUSIONS You may edit the size of the font, the sections Just highlight this text and replace with distribution and the colour scheme if wanted. All modifications concerning the background/title display are to be done at a Master Slide level. Images such as photographs, graphs, diagrams, logos, etc, can be added to the poster. Avoid long numerical tables as they will be difficult to read. To insert images, go through the menus as follows Insert / Picture / From File. Locate the file on your computer, select and press OK. Please ensure all image files are JPEG/PNG, other formats may cause images to get corrupted after saving. Be aware of the image size you are importing. AIM How to use this poster template. Simply highlight this text and replace it by typing in The recommended font for captions is Arial not smaller than 15 pt. Left aligned if it refers to a figure on its lost. Try to start the captions right at the top edge of the picture (graph or photo). your own text, or copy and paste your text from a MS Word document or a PowerPoint slide presentation. **ACKNOWLEDGEMENTS** Notes about graphs...
For simple graphs use MS Excel, or create the graph directly in PowerPoint.
Graphs created in a scientific graphing program (e.g., Sigme Plot, Prism,
SPSS, Statistical) should be saved as JPEC or TVF. The body text / font size should be no smaller than Just highlight this text and replace with your own text. 20 points. Try to keep body text left-aligned, do not justify text. **REFERENCES** METHOD Importing / inserting files. Just highlight this text and replace with Tips for making a successful poster... Images such as photographs, graphs, diagrams, logos, etc, can be added to the poster. Avoid long numerical tables as they will be difficult to read. your own text. Re-write your paper into poster format i.e., simplify everything, avoid data overkill. Headings of more than 6 words should be in upper To insert images, go through the menus as follows: Insert / Picture / From File. Locate the file on your computer, select and press OK. Please ensure all image files are JPEG/PMG, other formats may cause images to get corrupted after saving. Can be Vancouver style i.e. 1 Meyer J-P et al. and lower case, not all capitals. Simplify the titles. The treatment of high grade superficial bladder Try not to write whole sentences in capitals or underline to stress your point, use **bold** characters cancer and carcinoma in situ wwith BCG - a questionnaire survey of Consultant practice in Be aware of the image size you are importing. instead. When laying out your poster, leave white space England and Wales. Urol Oncol 2002; 2;: 77-80 around your text. Don't overcrowd your poster. Spell check and get someone else to proof-read Graphs created in a scientific graphing program (e.g., Sigma Plot, Prism, SPSS, Statistics should be saved as JPSG or TIFF. CONTACT INFORMATION

Main speaker template

Focussed orals and e-posters template

**DOWNLOAD HERE** 

DOWNLOAD HERE

# THANK YOU

We look forward to welcoming you to the 61 st ERA Congress!

If you have any queries or require further information, please contact **secretariat@era-online.org** 



