



Partnering with the asa



Partnering opportunities with the ASA

Contents

Contents	2
About the ASA	3
How partnering with the ASA helps achieve your business objectives	4
ASA major events	5
Annual International Conference	5
Sponsorship packages for ASA Annual International Conference	6
Annual International Conference social events	7
Annual International Conference prizes	
Additional sponsorship opportunities	8
Additional opportunities to get involved	8
Special Interest Group Days	9
Other CPD events	10
Travelling Workshops	10
Webinars	11
Corporate Partnership program	12
Advertising opportunities	13
Appendix Marketing analytics & return on investment	14

Partnering opportunities with the ASA

About the ASA

The Australasian Sonographers Association (ASA) is the peak body and leading voice for all sonographers in Australia and New Zealand, and is the only professional association in Australasia that solely represents sonographers.

The ASA has over 6,800 members in Australia and New Zealand and represents over 75% of the region's accredited medical sonographers. Further, the ASA has as members 100% of student sonographers in Australia and over 70% of student sonographers in New Zealand. This makes the ASA membership a highly specialised, target audience for organisations operating in the field of ultrasound.

The ASA's purpose is to lead the sonography profession in delivering excellence in ultrasound for the community, with a vision to ensure a sonographer is known as the expert in ultrasound. We have four clear goals as a professional association:

- to promote and advance the sonography profession
- to enhance the quality and standards of ultrasound

- to provide and support the highest quality professional development and research, and
- to deliver exceptional member value and organisational excellence.

Fundamental to the ASA goals is offering a broad range of continuing professional development opportunities with participation of members from all locations, clinical streams, and levels of experience.

Our major educational events attract large sonographer audiences. The Annual International Conference in Brisbane saw over 1,200 delegates in 2019. We also offer localised workshops and meetings, plus online learning opportunities to reach large audiences, without the need for the sonographer to travel. ASA released 21 webinars throughout the year, attracting on average 450 registrants, with well over 41,000 sonographers participating through an online learning platform.

Our valued partners are integral to the success of our professional development calendar and are seen by ASA members as key to shaping and influencing the sonography profession in Australasia.

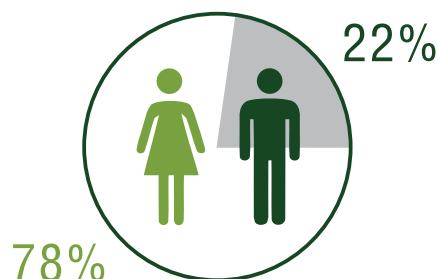
Membership profile



Members, ↑ 7% on 2019



Corporate partners



Gender profile



Average age

Partnering opportunities with the ASA

How partnering with the ASA helps achieve your business objectives

At the ASA, we firmly believe that your success is our success and we will work with you to ensure that your business objectives are achieved. We aim to provide you with opportunities to raise your profile, create competitor differentiation, build brand interaction and, most importantly, delegate engagement.

Sonographers are specialists in the performance of ultrasound imaging; they are expert users of ultrasound systems and daily users of a range of associated products. The ASA provides opportunities to connect, engage and develop relationships with sonographers through:

- Profile and brand awareness opportunities to heighten visibility within the diagnostic imaging profession.
- Face-to-face opportunities to connect and engage sonographers with your brand and build business relationships that will drive sales growth.
- Opportunities to showcase your company's innovations and points of difference, creating competitor differentiation.
- Enhancing your organisation's reputation by supporting the sonography profession and aligning with our valued CPD platforms.
- Supporting CPD and learning activities,

ensuring members remain at the forefront of their profession.

- Networking events with key influencers and decision-makers in the sonography profession.
- Sponsorship of major events that provide a prospect database list (subject to privacy laws and the delegate opt-out option).

The ASA offers sponsorship options to suit a range of industry partners; from major partnerships covering a range of activities, to individual events or elements of events. These include involvement in:

1. Major Events – Annual International Conference (AIC) and Special Interest Group Days
2. Learning activities (Travelling Workshops, Webinars, Special Interest Group days, Cardiac Days, live scanning videos)
3. Corporate Partnership Program
4. Advertising in ASA communication mediums (*soundeffects news* magazine, *Making Waves* research reviews, *cross section* enewsletter, *Sonography* journal and the ASA website sonographers.org).

(For the reach analytics behind ASA partnering opportunities please see appendix 1)



Partnering opportunities with the ASA

ASA major events

Annual International Conference

The Annual International Conference (AIC) is the flagship event for the ASA, and the largest annual event specifically for sonographers in Australasia. With over 1,500+ sonographers in attendance, the AIC presents a prime opportunity for you to spend time with the key decision makers and influencers in the ultrasound community.

Australian and New Zealand sonographers will meet annually to celebrate:

- the highly specialised role of sonographers and their unique view of the human body
- the future of the sonography profession: enhanced practice, education and training, sustaining the sonography workforce
- new technology and innovations for acquisition and analysis of ultrasound images
- a program offering education, professional development and ongoing skill development within both the lecture sessions and workshops.
- catching up with friends, colleagues, industry rep's and leading educators in the industry.

Annual International Conference locations and dates

Year	Location	Venue	Dates
2021	Brisbane	BCEC	28–30 May 2021
2022	Melbourne	MCEC	28-29 May 2022
2023	Brisbane	BCEC	26-28 May 2023
2024	Sydney	ICC	31 May–2 June 2024



asa
australasian
sonographers
association

**ASA2021
BRISBANE**

THE 27TH ANNUAL INTERNATIONAL CONFERENCE OF
THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION
28–30 May 2020, Brisbane Convention & Exhibition Centre

Partnering opportunities with the ASA

Sponsorship packages for ASA Annual International Conference

Features	*Gold \$35,000	*Silver \$10,000	Bronze \$3,500
----------	-------------------	---------------------	-------------------

Opportunities to raise profile, brand awareness and acknowledge support

Recognition as a sponsor/exhibitor on the conference website (company name, logo and website link)	✓	✓	✓
Recognition as a major partner on all marketing material leading up to the event (company name, logo)	✓	–	–
Full-colour company logo published on the front cover of the delegate handbook	✓	–	–
Recognition on the sponsors page in the delegate handbook (company name, logo)	✓	✓	✓
Banner advertisement on Conference App	✓	–	–
Personally thanked for your support by the CEO in the opening plenary	✓	–	–
Recognition on holding slide in the 3 x lecture theatres – <i>thank you to Gold partners</i>	✓	–	–
Recognition on the holding slide as the workshop partner in your allocated workshop room	✓	–	–

Opportunities for demonstration and showcasing equipment face-to-face

Booth in a prominent location (option of a customised build upon ASA approval)	6 x 6	6 x 3	–
Booth (no custom build)	–	–	3 x 3
<ul style="list-style-type: none"> 2 x 120 watt spot on track (per 9 sqm) 1 x 4 amp GPO (per 9 sqm) Fascia name board sign (digital print) Velcro-compatible, fabric-covered walls 	–	–	–
Option of undertaking live-scanning and demonstrations on your booth for groups only during the breaks, whilst individuals at any time (subject to ASA Exhibitor Live Scanning Policy – see appendix)	✓	✓**	–
“Lunch & Learn” – speaker presentations on your booth promoted in the ASA program	✓	✓**	–
Opportunity to sponsor one (1) workshop room across the 3 days with live-scanning to demonstrate and promote your machine. Potential for sponsorship of a 2nd workshop room for a day (dependant on availability). (Sponsors are required to provide an ultrasound machine with DVD capabilities for demonstration of a variety of examinations, a full range of probes and AV cables, a fully adjustable scanning chair and couch, and an applications specialist)	✓	–	–
Opportunity for vendors within each workshop to provide ‘one minute, one technology’ point to highlight their machines speciality, relevant to the session	✓	–	–
Opportunity to provide input into keynote speaker options	✓	–	–
Opportunity to host two (2) education workshop sessions (determine topics and provide speakers) (Subject to committee approval to ensure there is no clash of streams)	✓	–	–
Dedicated hospitality suite (within the exhibitor hall) for private commercial dealings or equivalent floor space for booth expansion	✓	–	–
Opportunity to provide a Thursday night event (e.g. new product launch) promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–
Opportunity to provide a breakfast on Friday morning for a special workshop or new product launch promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–
Opportunity to provide a Friday night event post ASA Welcome Reception (e.g. new product launch) promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–
Opportunity to provide a breakfast session on Sunday morning for a special workshop or new product launch promoted in the program, with delegates registering with their workshop selection and CPD points provided (if applicable) +	✓	–	–

Opportunities to differentiate and stand out against your competition

Advertisement in delegate handbook	1 full page	1 half page	–
Opportunity to provide a question for Scientific Quiz	✓	–	–
Advertisement in an issue of <i>soundeffects news</i> in 2021	1 full page	1 half page	–
Conference App alert (one per day)	✓	–	–
Conference App alert (single)	–	✓	–
Conference App alert week leading in the conference	✓	–	–
Option of scanning delegate name tags to collect delegate market research and delegate business card information for lead tracking	✓	✓	✓
Delegate list including employer, name, state and email (subject to privacy laws and the delegate opt-out option) (2 weeks prior to conference)	✓	✓	–
Delegate list including employer, name, state and email (subject to privacy laws and the delegate opt-out option) (2 days prior to conference)	–	–	✓

Have a team on the ground for face-to-face client contact

Full delegate registrations (3 days – CPD points attached). Includes conference sessions and social functions	4	2	–
Full exhibitor registrations (3 days – no CPD points attached). Includes social functions and exhibitor access only (Cost for additional \$450 ea)	6	2	2
Exhibitor day passes to your stand (single day – no CPD points attached). Includes morning tea, lunch and afternoon tea; no access to conference sessions or social functions. (Visitor’s name badge must be collected from the registration desk on arrival). (Cost for additional passes is \$110 each)	6	6	–
Conference handbooks	2	2	2

* Gold and Silver level partnerships available to Corporate Partners only, prices valid at October 2020

** Option of live scanning on booth for additional \$5k per day (Saturday only)

+ Subject to first come, first served basis (room hire waived if ASA contracted space – vendor to cover usage costs including change over, catering etc. Conditions apply for inclusion of CPD points.

Partnering opportunities with the ASA

Annual International Conference social events

The social program creates the perfect opportunity to network with key opinion leaders, customers, friends, educators and colleagues to catch up or connect in a relaxed social environment.

Welcome Reception

\$5,000

A stand up cocktail event in the heart of the exhibition. The reception provides the perfect opportunity for delegates to network, catch up with old friends and renew past acquaintances.

- Naming rights for the Welcome Reception
- Recognition on all marketing material (website, delegate handbook)
- Input into the theming of the reception
- Company logo on the function ticket
- Opportunity for 3-minute introductory speech
- Opportunity to provide signage (e.g. pull-up banners)
- Opportunity to provide a door prize
- Eight (8) additional tickets for the Welcome Reception

Gala Dinner

\$5,000

The signature social event of the ASA Annual International Conference. This is a night of glamour and a chance for all delegates, speakers, and supporters to kick up their heels with friends and colleagues.

- Naming rights for the dinner
- Recognition on all marketing material (website, delegate handbook)
- Input into the theming around sponsorship recognition
- Company logo on the function tickets.
- Opportunity for a maximum of 3-minute introductory speech and/or video
- Opportunity to provide signage (e.g. pull-up banners and logo in slides projected during the dinner and entertainment)
- Opportunity to provide a door prize
- Ten (10) additional tickets for the dinner

Prizes

Conference Awards (4 x \$500)

Support and recognise innovation and leadership within the sonography profession, in the form of outstanding presentations of original and evidence-based work. Recognition on the conference website and in the delegate handbook as well as acknowledgement by the presenter verbally during the closing plenary and your name and logo on the Award slides.

- Best oral presentation
- Best ePoster presentation
- Best research presentation
- Best first-time presentation

Rural and Remote Sonographer support grants (4 x \$1,000)

Support rural and remote sonographers to attend the ASA2021 Brisbane.

- Recognition on all marketing material (website, delegate handbook)
- Sponsor recognition at the opening plenary (along with gold partners)
- Branding on the scholarship recipient's article in the ASA's member magazine *soundeffects news* about their experience at the Annual International Conference. (This will include the ASA thanking the sponsor for their support, and their company name and logo attached to the recipient's article)

Partnering opportunities with the ASA

Additional sponsorship opportunities | Annual International Conference

ePoster lounge

(\$3,000)

Be seen supporting research and development in clinical practice, and encouraging leadership within the sonography profession.

- Includes exclusive branding rights on ePoster lounge (screens between rolling posters)
- Includes Conference App alert
- One (1) half-page advertisement in delegate handbook

Additional opportunities to get involved

Barista on your booth

Draw the crowd to your booth (to be arranged through the venue supplier).*

* At your expense

Volunteer tee-shirts

Have your brand at all key support points at the conference.*

* At your expense

Phone charging stand

A key drawcard to your booth (to be arranged through the venue supplier, at your expense) .

Advertise in the Annual International Conference delegate handbook

The delegate handbook is the primary source of program information for the duration of the conference. It is often kept by delegates for future reference.

Please refer to the **ASA Advertising Kit** on our website for more information or email partnerships@sonographers.org.



Partnering opportunities with the ASA

SIG Days

SIG Days

\$5,000

The ASA's Special Interest Group Days (SIGD) provide high-quality professional development opportunities to sonographers (and students) living across Australia and New Zealand. Held in capital cities in Australia and New Zealand, they focus on a single stream eg. MSK, vascular, women's health and showcase 3–4 national speakers.

The “day” can range from 20–100 attendees, depending on the location and topic. SIGDs are held generally on a Saturday, and are delivered in a 5- to 6-hour block with a small networking function at the end of the day.

They are highly popular with our members due to the format based on expert sonographer live scanning. The events usually comprise a series of short PowerPoint presentations followed by live-scanning demonstrations, often including supervised hands-on scanning by delegates.

- Exclusive sponsorship of the event
- Exclusive co-branding with the ASA on all related marketing materials
- Opportunity to provide signage (sponsor to supply pull-up banners)
- Opportunity to choose the location from a list supplied by the ASA, subject to availability
- Opportunity to provide 15-minute introductory speech/video at the start of the day
- Opportunity to showcase ultrasound machine with an applications specialist during live-scanning demonstrations
- Opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation)
- Opportunity to attend the networking function at the end of the day
- Delegate attendee details (full name, employer, email and phone number) provided post event, subject to privacy laws and delegate agreement to share their information with the sponsor.

Available to our Corporate Partners only. Subject to first come, first served basis. Terms and Conditions apply – see *appendix 3*.

For the latest program, please visit sonographers.org/cpd/events



Partnering opportunities with the ASA

Other CPD events

The ASA offers you regular opportunities to connect with members throughout the year by supporting its continuing professional development (CPD) program. This includes webinars and Travelling Workshops, where the CPD is provided

free-of-charge to its members. The CPD events are essential for sonographer accreditation. They are popular and well attended by ASA members, and are delivered across all states of Australia and in New Zealand.

Travelling Workshops

Travelling Workshops

\$1,500

The ASA's Travelling Workshops provide high-quality professional development opportunities to sonographers living in capital cities, regional and rural locations alike across Australia and New Zealand.

The workshops can range from 20 to 100 , depending on the topic and location. They are highly popular with our members due to the format based on expert sonographer live scanning.

Travelling Workshops are held generally on a Saturday as a 5–6 hour block. Workshops comprise a series of short PowerPoint presentations followed by live-scanning demonstrations, often with supervised hands-on scanning by delegates.

- Opportunity to choose the location from an extensive list, subject to availability
- Opportunity to suggest potential speakers and topics which the EAC and local contact will take into consideration
- Opportunity to provide signage (sponsor to supply pull-up banners)
- Opportunity to provide 5–10-minute introductory speech/video at the start of the day
- Provision of networking lunch and/or morning tea (if applicable)
- Opportunity to showcase your ultrasound machine with an applications specialist
- An opportunity for the applications person to be interactive with the presenter (how the technology of the machine benefits the scanning situation)
- Exclusive co-branding with the ASA on all related marketing materials (*cross section*, *soundeffects news* and in the online ASA event calendar sonographers.org/cpd/events) and at the event
- Delegate attendee list provided subject to privacy laws and delegate Opt-Out option.

Available to our Corporate Partners only. Subject to first come, first served basis. Terms and Conditions apply. (For the attendance analytics on Travelling Workshops please see appendix 1)

For the latest program, please visit sonographers.org/cpd/events



Partnering opportunities with the ASA

Webinars

Webinars

\$1,500 (3 for \$3000)

The webinar series is extremely popular due to the flexibility of the online learning platform and the excellent educational content of the presentations. The webinars run for one hour and are pre-recorded. They are available on demand to members through the ASA website for up to 24 months.

- Opportunity for up to a 5-minute presentation at the beginning or completion of each webinar
- Exclusive co-branding with the ASA on all related marketing materials:
- One (1) advertisement alongside the on-demand webinar listing on the ASA learning management system
- A report outlining the number of participants who viewed webinar on demand (1, 3, 6, 12 months post event)
- Details of webinar participants (full name, employer, email and phone number) (1, 3, 6, 12 months post event), subject to privacy laws and participant agreement to share their information with the sponsor.

Available to our Corporate Partners only. Subject to first come, first served basis. Terms and Conditions apply. *(For the attendance analytics on webinars please see appendix 1)*

For the latest program, please visit sonographers.org/cpd/asa-online/



Partnering opportunities with the ASA

Corporate Partnership program

Corporate Partnership Program

\$795

Industry partners have the opportunity to support and enhance the future of the sonography profession by being part of the ASA's Corporate Partner program, advocating for the provision of the highest standards of sonography practice.

For companies supplying the ultrasound industry, employing, or educating and training sonographers, ASA Corporate Partner Subscription is the most effective way to connect, engage and support our 6,500+ members. It also allows you input into the ASA's advocacy platform and influence the shaping of the sonography profession.

An ASA Corporate Partnership provides you with the perfect opportunity to:

- demonstrate your support of the profession
- showcase your business to the profession
- stand out in an increasingly competitive market
- align your company with the ASA, the peak body for sonographers in Australia and New Zealand
- gain brand exposure to sonographers and other key stakeholders.

As a Corporate Partner, you will receive a range of member benefits including:

- input into the ASA's advocacy direction and strategic policy focus
- news feed of key policy change/issues effecting sonographers
- access to the ASA biennial *Sonography Industry Report* (cost to non-members, \$500)
- access for account holders (max 5) to watch ASA online learning webinars/videos (no cpd points attached)
- access to ASA clinical support resources (eg codes of conduct; scope of practice etc)
- opportunity to be a major partner at our main events and CPD activities held throughout Australia and in NZ, available to Corporate Partners only
- free access to ASA digital and print publications:
 - *cross section* – the ASA weekly e-newsletter keeping you abreast of ASA and industry news and events
 - *soundeffects news* – the ASA member magazine with in-depth articles written for and by sonographers
 - *Sonography* – the ASA peer-reviewed scientific journal
 - *Making Waves in Sonography Research* – biannual research reviews including clinical implications
- 25% discount on advertising in ASA publications and mediums as outlined in our Advertising kit
- free advertisement in *cross section*, delivered to over 6,500 members
- priority offer of advertising on the ASA Annual Wall Planner
- free employment advertising through the ASA jobs portal
- free promotional listing on the Corporate Partners page of the ASA website
- free listing in the Corporate Partners directory in *soundeffects news*

Become part of our Corporate Partner of the ASA, please complete the [Corporate Partner Subscription Form](#), available on the [ASA website](#)

Partnering opportunities with the ASA

Advertising Opportunities

The ASA offers a number of advertising opportunities through its publications, which deliver your message directly to over 6,800 sonographers.

publication	description	frequency	format	distribution
<i>cross section</i>	e-newsletter	weekly	digital	members
<i>soundeffects news</i>	member magazine	biannual	digital and print	members
<i>Sonography</i>	scientific journal	quarterly	digital and print	u/s community
<i>Making Waves in Sonography Research</i>	research review summaries	biannual	digital	members
Event handbook	handbook	annual	print	delegates
Wall planner	wall calendar	annual	print	members
Website	ASA website	fortnightly	digital	u/s community

[View the full ASA Advertising Media Kit here](#)

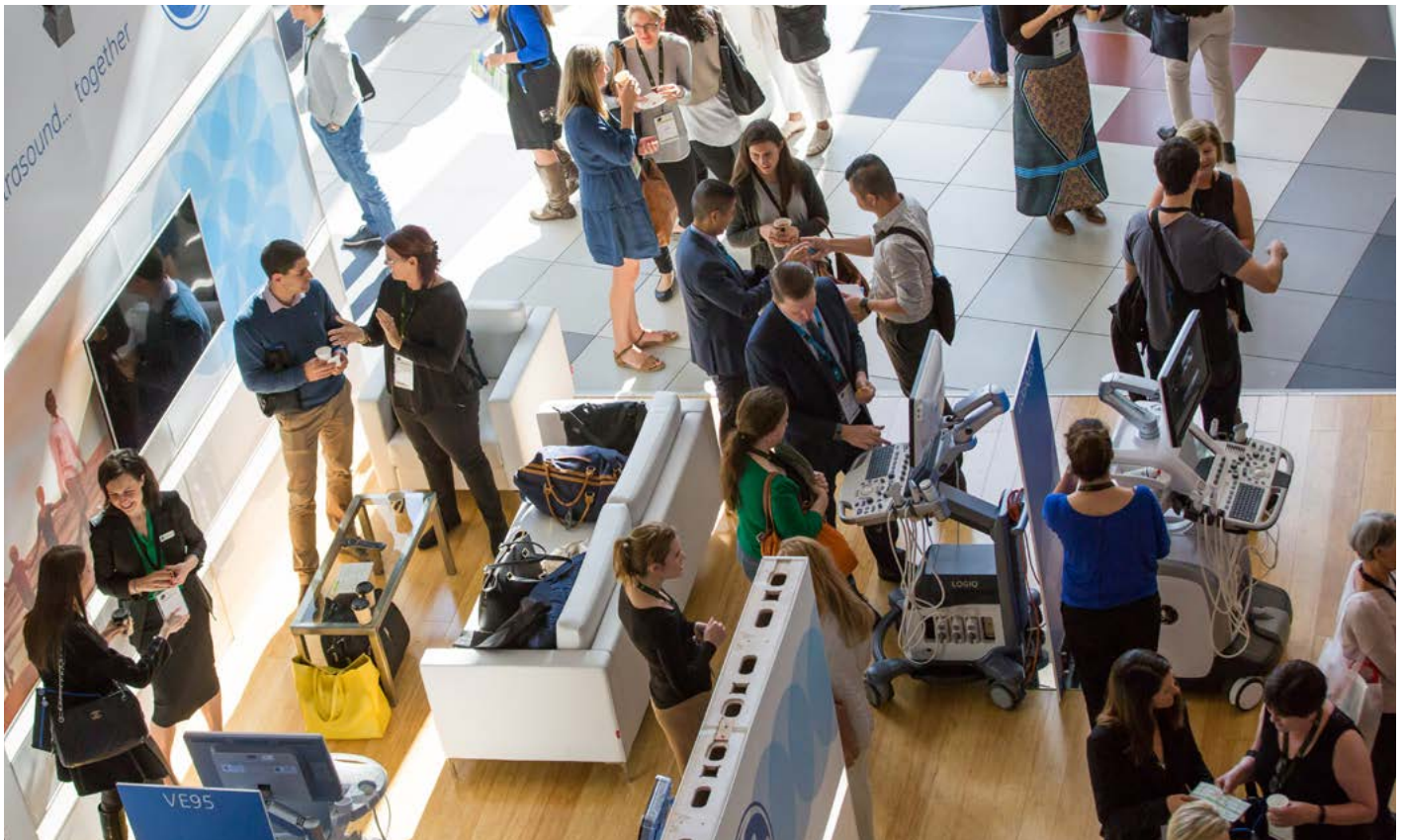
FOR MORE INFORMATION PLEASE CONTACT:

Loreena Bloomfield, General Manager Corporate Partnerships and Growth
D: +61 3 9552 0511 | **M:** 0406 062 312 | **E:** partnerships@sonographers.org

Australasian Sonographers Association

Level 2, 93–95 Queen Street, Melbourne, 3000

T: +61 3 9552 0000 | **W:** www.sonographers.org



Appendices

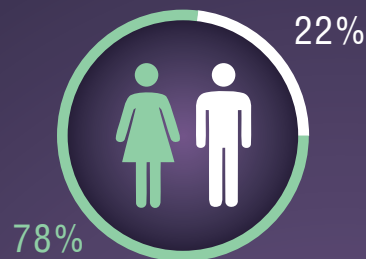
Appendix 1 | Marketing analytics & return on investment

Membership profile

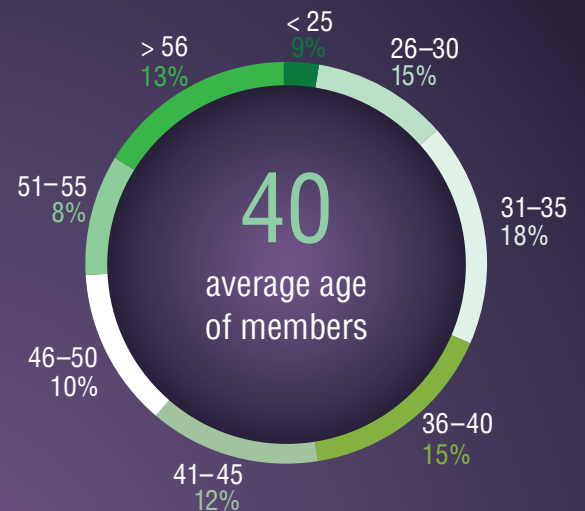
6,599

Members, **↑ 7%**
on 2019

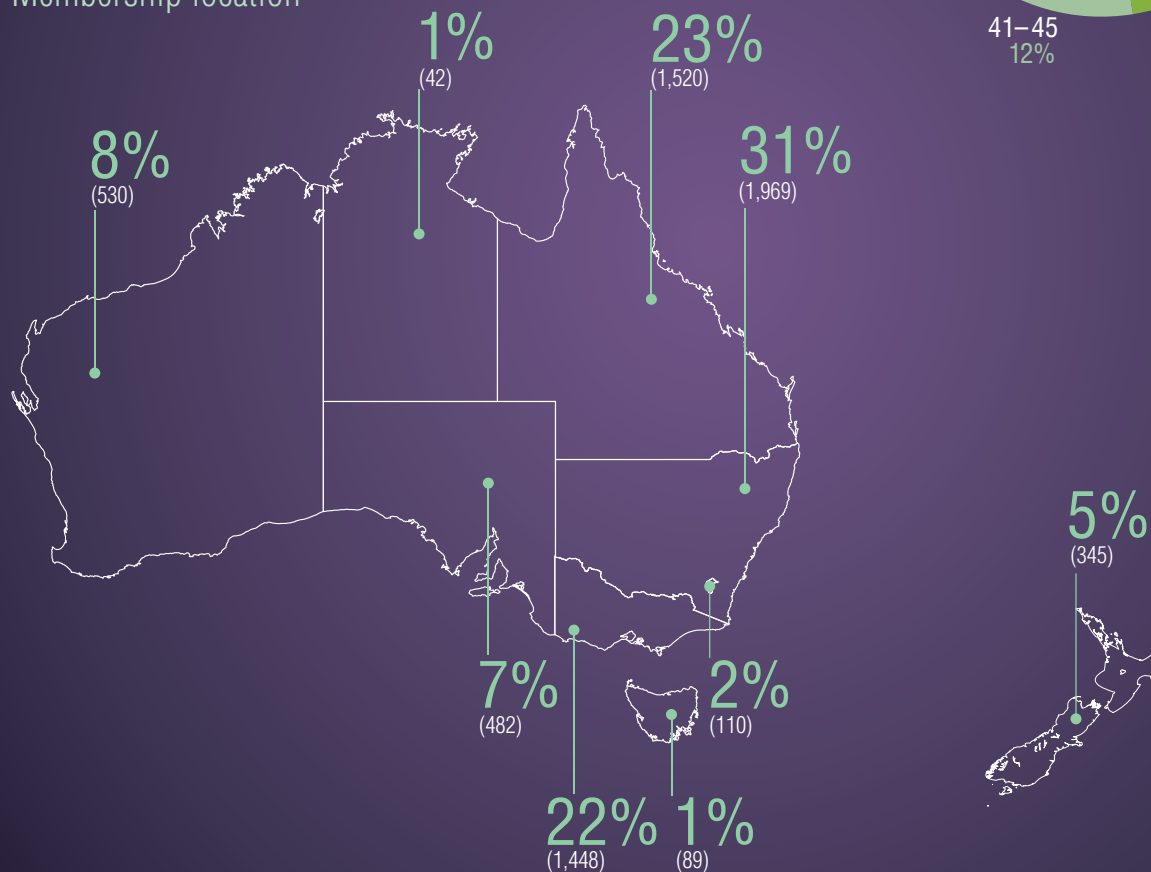
Membership gender



Membership age mix



Membership location



62%	capital city / metro area
32%	regional town



Appendices

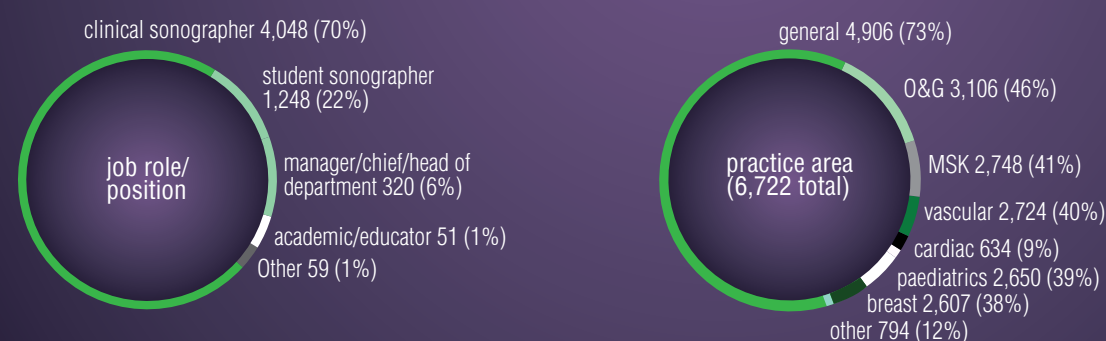
Appendix 1 | Marketing analytics & return on investment

ASA Membership marketshare (@ 30 June 2020)

71%	100%	53%
of all accredited sonographers in Australia and New Zealand are ASA members	of all accredited student sonographers in Australia are ASA members	of all accredited student sonographers in New Zealand are ASA members

73%	of all accredited sonographers in Australia
46%	of all accredited sonographers in New Zealand
100%	of all accredited student sonographers in Australia
53%	of all accredited student sonographers in New Zealand
35%	of all accredited cardiac sonographers in Australia
40%	of all accredited student cardiac sonographers in Australia

Membership demographic profile



Members major areas of interest



O&G MSK Vascular

What do members want to see more of?

1.	access to cpd and events
2.	clinical information
3.	industry updates

Preferred method of CPD delivery?

1.	live webinars	58%
2.	conferences	55%
3.	hands-on workshops	52%
4.	online	48%

Appendices

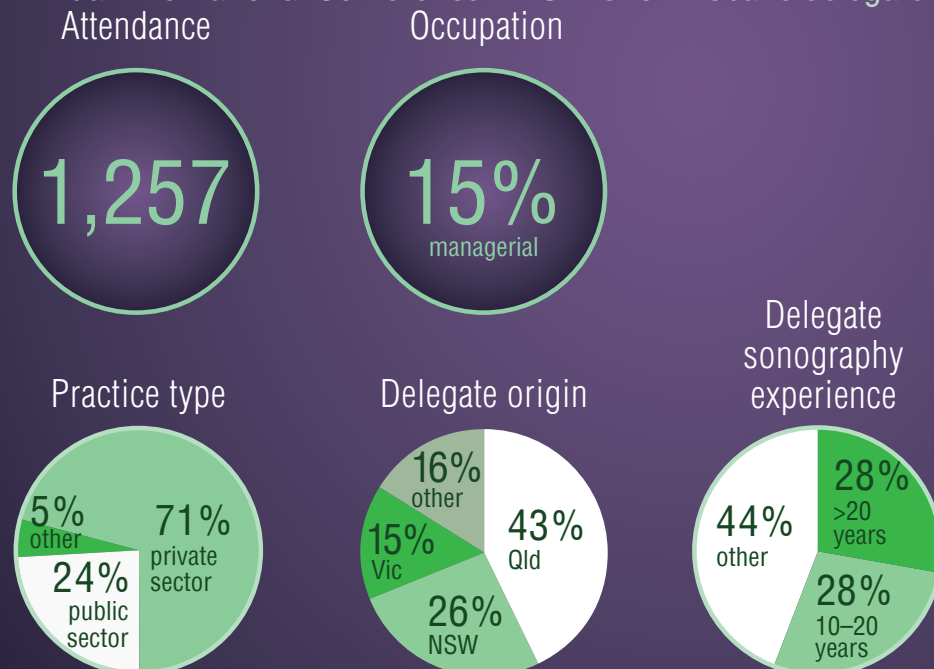
Appendix 1 | Marketing analytics & return on investment

Exhibiting at our major events – face-to-face engagement with sonographers

Historical attendance at major events

Year	Annual International Conference	
	Location	
2020	Virtual	1,147
2019	Brisbane	1,257
2018	Sydney	1,580
2017	Brisbane	1,295
2016	Melbourne	1,324
2015	Perth	769
2014	Adelaide	796
2013	Sydney	1,030
2012	Canberra	721

Annual International Conference – ASA2019 Brisbane delegate profile and feedback



Top 3 workshop streams – indicating sonographers are generalists wanting to up-skill in specialist areas



O&G



MSK



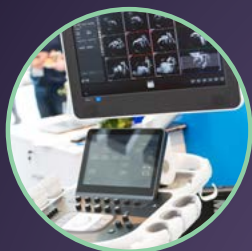
Vascular

Appendices

Appendix 1 | Marketing analytics & return on investment

Looking forward – ASA2021 Brisbane

Seeing new technology/products



Networking and forming relationships



Comparing ultrasound machines



Talking to the applications people for information and support



Being able to see live scanning



Webinar series

The webinar series is extremely popular due to the flexibility of the online learning platform. The webinars are pre-recorded and available on demand to members free of charge for a period of 24 months.

Webinars provide an excellent and convenient opportunity to connect with sonographers while contributing to the knowledge base of the profession.

*Webinars launched between 1 July 2019 – 30 June 2020

21

4,443 participants

Date	Stream	Topic	Presenter	Watched as of 30/6/20
26/09/2019	general	Measurements of the liver: testing their validity	Dr Jessie Childs	84
01/09/2019	obstetrics	Obstetric Doppler	Erika Cavanagh	142
23/10/2019	obstetrics	The holey fetal heart: VSDs	A/Prof Ann Quinton	153
14/11/2019	professional	Presenting at an ASA conference	Glenda McLean	69
09/10/2019	vascular	Carotid artery Doppler ultrasound	Matt Adams	195
17/07/2019	msk	Ultrasound of the hamstrings	Andrew Grant	161
01/08/2019	msk	Ultrasound of the anterior ankle	Michelle Fenech	111
01/09/2019	msk	Ultrasound of the medial ankle	Michelle Fenech	192
14/06/2020	professional	Mental health and wellbeing during COVID-19	Dr Bec Jackson, PhD (Clinical Psych)	360
24/06/2020	cardiac	3D in echocardiography package	Dr Francesco Faletra	149
17/06/2020	obstetrics	Sequential segmental analysis of the fetal heart	A/Prof Ann Quinton	506
24/06/2020	vascular	Abdominal vascular ultrasound	Deb Coghlan	376
05/12/2019	professional	Safety of ultrasound exposure	Dr Jessie Childs	123
27/04/2020	obstetrics	Diagnosing vasa praevia in the mid trimester ultrasound	Ffion Hart	230
25/03/2020	cardiac	Learning, developing & refining skills in cardiac sonography	Dr Paul Stoodley	85
18/05/2020	cardiac	Echocardiographic assessment of the athlete's heart	Dr Rebecca Perry	140
22/05/2020	breast	Breast elastography	Andrew Grant	182
01/04/2020	pocus	Just breathe: practical lung ultrasound	Carolynne Cormack	175
29/04/2020	professional	Reducing injury to sonographers	Peter Esselbach	269
06/05/2020	paediatrics	Paediatric abdomen: the squishy bits	Sara Kernick	454
22/04/2020	general	Ultrasound in acute non-gravid pelvic pain	Marilyn Zelesco	287

Appendices

Appendix 1 | Marketing analytics & return on investment

Travelling Workshops

The ASA's Travelling Workshops provide high-quality professional development opportunities to sonographers living in capital cities, regional and rural locations alike across Australia and New Zealand.

The workshops can range from 20 to 90 , depending on the topic and location. They are highly popular with our members due to the format based on expert sonographer live scanning.

Over 30 Travelling Workshops are scheduled for 2021 in response to the popularity of the events, and requests from members for greater access.

*Travelling Workshops launched between July 2019 – December 2019

15

733
participants

Date	Location	Presenter	Topic	Attended
13 July	Coffs Harbour	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	31
20 July	Albury	Greg Lammers	MSK ultrasound: The art and the science	48
3 August	Traralgon	Lisa Hackett	Concise limb MSK: upper limb – lower limb	49
17 August	Cairns	Cain Brockley	Neonatal and paediatric ultrasound	47
18 August	Bunbury	Marguerite Leber	Advanced upper and lower limb MSK	55
31 August	Wollongong	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	50
15 September	Adelaide	Ann Quinton	Structured approach for assessing the normal and abnormal fetal heart	125
21 September	Christchurch	Greg Lammers	MSK ultrasound: The art and the science	37
12 October	Ballarat	Ann Quinton	Structured approach for assessing the normal and abnormal fetal heart	60
19 October	Alice Springs	Cain Brockley	Neonatal and paediatric ultrasound	23
2 November	Tweed Heads	Scott Allen	MSK overview: Lower limb – Ankle/foot and MSK overview	78
16 November	Sunshine Coast	Jacqui Robinson	Haemodynamics with a focus on the haemodialysis patient	47
23 November	Canberra	Rebecca Perry	Interactive advanced echocardiography	29
23 November	Launceston	Greg Lammers	MSK ultrasound: The Art and the Science	23
30 November	Port Macquarie	Lisa Hackett	Concise limb MSK: upper limb – lower limb	31



Appendices

Appendix 1 | Marketing analytics & return on investment

Advertising – Touch points for communicating and engaging with us

cross section

The weekly enewsletter *cross section* provides updates on ASA activities and events, making it the 'go to' communication for ASA members.

Circulation

6,630

Open rate

42%

Click-through rate

11%

Industry average is 26%

Industry average is 2%



soundeffects news

The bi-annual member magazine *soundeffects news* delivers news articles primarily written by members about member activities, topics of interest and updates on advocacy and current professional issues.

Circulation

6,630



Event handbooks

Event handbooks capitalise on your attendance at ASA major events, reinforcing your key message. It's the delegate bible for the conference and often kept as a source of information about topics and speakers – this is a 'well thumbed' publication!

ASA2019 Brisbane

1,257

circulation

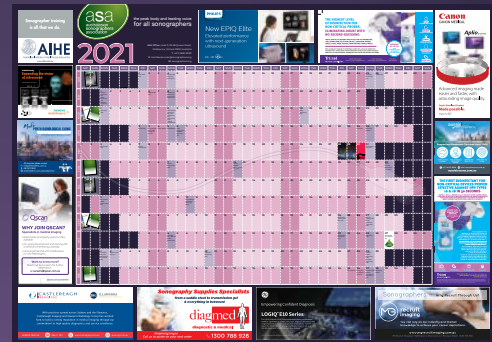


Appendices

Appendix 1 | Marketing analytics & return on investment

Wall planner

The wall planner gives advertisers year-round exposure to sonographers and can be found on the walls of many medical imaging departments, where it plays a vital role in staff rostering and service management.



Sonography journal

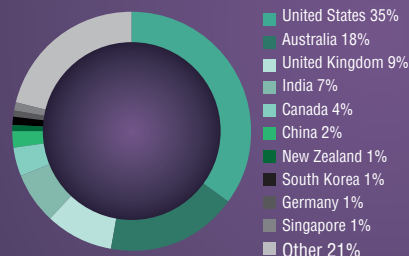
Sonography is an international, peer-reviewed journal that publishes articles on all aspects of sonography by qualified professionals in the field.

Article downloads 2020



(77% increase on 2019)

Top downloading Countries



Social media following (increase over 12 months)



3,896 followers



3,381 followers



1,160 followers



1,182 followers



Data as @ 30 June 2020



For more information please contact:

Loreena Bloomfield

General Manager Corporate Partnerships and Growth

D: + 61 3 9552 0011 | **M:** 0406 062 312

E: partnerships@sonographers.org

Australasian Sonographers Association

Level 2, 93–95 Queen Street, Melbourne VIC 3000

T: + 61 3 9552 0000

E: memberservices@sonographers.org

W: sonographers.org

