


ESTRO promotes health for all,
with the aid of modern CRM.

Science, research, abstracts,
networking, plus digital engagement.

Another pre-Covid successful remote delivery
to a Europe-wide membership body



With over 7,000 members, ESTRO is the European Society for Radiotherapy & Oncology, a non-profit scientific organisation focused on bringing together experts in radiotherapy, clinical oncology and related subjects.

The Society works to translate science and evidence into practice, in a continuously changing multidisciplinary landscape.

The Society's strategic drivers for change

ESTRO's strategic goal was to grow the organisation, and therefore the Society had an urgent need to better understand its members.

To achieve this ESTRO needed to:

- Analyse and capture the value of its current products and services
- Understand the 'engagement points' of members and prospective members to demonstrate the value of membership
- Use a data-driven approach to anticipate the needs of contacts and members to increase relevance and promote the right products and services
- Communicate with contacts and members in a personalised and targeted way

An evidence-based roadmap to success

ESTRO realised the current membership database was a blocker to their goals, and made the strategic decision to find a new technology, and technology partner.

As part of a review of the marketplace, **smartimpact** was recommended to ESTRO as specialists in membership, networking and digital engagement, and were engaged as a trusted advisor.

smartimpact worked with ESTRO to review and challenge their strategic goals and requirements, including asking some key questions:

- What is your vision for ESTRO and your engagement with current and future members?
- How would you ideally like to manage relationships with (and between) members?
- What is the role of the website and other digital engagement channels?
- What support does ESTRO need for business processes and decision-support?
- What does "good" look like, and "great" look like, in the coming years?

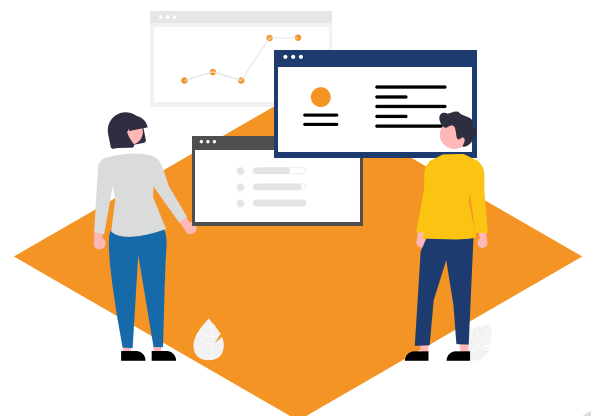
With these questions resolved, **smartimpact** were able to recommend a vision for a fully-integrated CRM and website based on the Dynamics 365 platform, with detailed costs and a roadmap for change.

A key requirement was the management of research abstracts and the development of an e-library.



ESTRO's new vision statement
for 2030

**Radiation Oncology.
Optimal Health for
All, Together.**



What were the top 5 must-have benefits from the project?

The **smartimpact** methodology includes a simple principle: Let's agree our destination before we set-off!

As part of defining the project, **clear must-have benefits** for ESTRO were agreed:

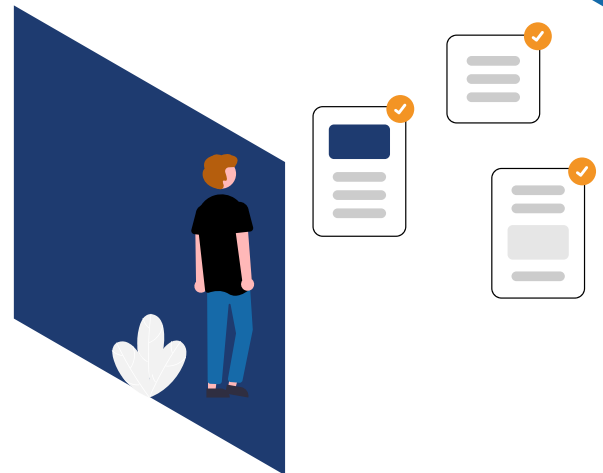
Joined-up, engaging and personalised experience for both members and potential-members.

Optimised operational efficiency to support ESTRO staff in their day-to-day roles.

Advanced business analysis and reporting to support more effective decision making.

Abstracts management facilities, an e-Library and shop.

Stability and scalability supporting ESTRO growth, as well as maximising revenue.



*What I really like about **smartimpact's** added value is the consultancy aspect. They are strong at the tech aspect but in addition to that the consultants push back on our stated requirements and suggest other ways of doing things - really helpful*

Marketing manager, ESTRO

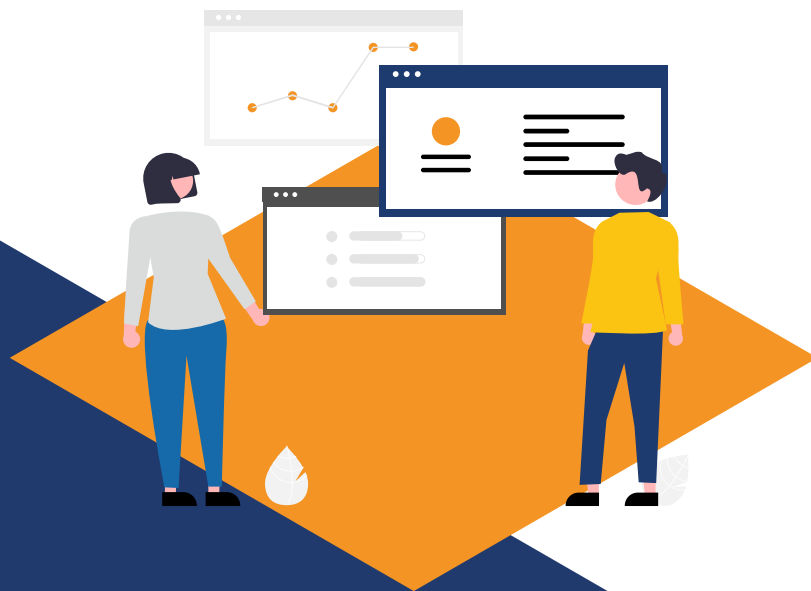
Abstract management: science-based organisations are different!

ESTRO allows experts to share and develop highly specialised knowledge in oncology and cancer research. The management of abstracts, papers, and knowledge-sharing events is crucial in facilitating this vital work.

smartimpact's specialised functionality in abstracts management and the e-library enables ESTRO to promote shared knowledge between members.

*Engagement was easy as **smartimpact** helped us scope and define our project and processes right from the start*

Marketing manager, ESTRO



Solution summary

smart **website**

Kentico CMS fully integrated with Dynamics 365 CRM, including an e-library and shop for purchasing documents/resources

smart **membership**

To manage and monitor member activity and payments

smart **events**

To manage events and registrations, including abstracts, training and exhibition management

smart **groups**

For advanced group and committee management

smart **connector**

For integration with email marketing, website and finance systems

smart **gdpr**

For compliance and regulations

And finally... it is possible to work closely, remotely

It **is** possible to deliver projects remotely and still be successful!

smartimpact are based in London and ESTRO are based in Brussels. To limit expenses and diary-challenges, a hybrid approach was agreed where much of the work and meetings would be done remotely. This was successful and an excellent tutorial for organisations to deliver remote projects under COVID conditions.

*"We did a lot of the work remotely as we are in Brussels and **smartimpact** worked mainly from London, but the Discovery sessions were very smooth and the results have been extremely successful"*

Marketing manager, ESTRO

Has this got you thinking about your own transformation project?

Get in touch if you'd like to discuss new ideas and ways of working. Wherever you are in your digital transformation, sign up for a **free 2-hour consultation** with our Transformation Consultants.

[Book a free consultation](#)

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The website design started with an educational and collaborative "ideas and processes" stage to agree what would/would not work - this created a firm foundation before pressing on with the development

