European Life After Stroke Forum

ELASF toolkit guide
October 2023
ELASF vision

To be the European event with a focus on Life After Stroke.

To stimulate increased research, facilitate sharing of best practice and establish treatment guidelines and standards.

To ultimately result in European national stroke plans that include life after stroke guidance to meet the needs of those affected by stroke.
ELASF audiences

ELASF 2024 is for everyone who has an interest in life after stroke. The event was designed to unite people from diverse backgrounds to share insights, discuss the latest research, and explore best practices in the often under-researched journey beyond stroke:

- Professionals
  - Researchers
  - Scientists
  - Medical professionals
  - Health policymakers
  - Advocacy or support groups

- People with lived experience
  - Stroke survivors
  - Carers of stroke survivors
Toolkit contents

- Logo graphics
- Teams / Zoom graphic
- Copy for website / newsletter
- Email signature graphic
- Social media copy
- Twitter graphics
- Facebook graphics
- LinkedIn graphics
Logo graphics

On white background:
ELASFwhite.png

On purple background
ELASFpurple.png
Teams / Zoom background

How to use with Teams:
1. Save image on your computer
2. Open Microsoft Teams
3. Open settings, select Devices and search for the camera section. Click on the background settings option.
4. Scroll down to the "Custom" section.
5. Click on the "+" (plus) icon or the "Add new" button, depending on the Teams version
6. Find and select the image you saved earlier
7. The selected image should now appear in the "Custom" section of the background options.
8. Click on the image to preview it.
9. If you're happy with the preview, click "Apply" or "Save" to set it as your background image.
10. PLEASE NOTE – It may look different on your screen compared to how it will look to others who are seeing it

Downloadable graphic:
ELASF 2024 Teams Background 1920x1080.png
European Life After Stroke Forum (ELASF): 11-12 March 2024
Stroke survivors, caregivers, healthcare professionals, researchers, advocates – ELASF 2024 is for everyone who has a stake in life after stroke. This event unites people from diverse backgrounds to share insights, discuss the latest research, and explore best practices in the often under-researched journey beyond stroke.

Registration Now Open!
The ELASF 2024 website is live, and you can secure your spot right now. Simply click on the link below to register:
👉 ELASF 2024 Registration 👈

A draft programme is being developed
While the final program is in the development, here’s a sneak peek at some of the topics that will be covered at the event:
1. What does a ‘good’ life after stroke look like?
2. Reducing your risk of another stroke
3. Practical tips to promote mental health
4. Specific topics: managing fatigue and visual problems after stroke

Call for Abstracts: Share Your Expertise
ELASF 2024 is your opportunity to contribute to this research space. We’re actively seeking abstracts in two categories:
1. Scientific Abstracts - Share your stroke-related research, whether it's ongoing or completed, and connect with fellow attendees.
2. Services Abstracts - Have you developed innovative practices in life after stroke? Showcase your experiences and inspire others with your ideas.
Submission Deadline: November 2, 2023
Click on the link below to submit your abstract:
👉 Abstract submission 👈
Email signature

How to use with Microsoft Outlook:
Open a new Email
Select Signature > Manage signatures
In the Select signature to edit box, choose the signature you want to add a logo or image to
Locate image file and select Insert
To resize the image, right-click the image, then choose picture

Downloadable graphic:
ELASF signature 1200x300.png
Event
@Stroke Alliance for Europe’s second in-person European Life After Stroke Forum event registration is now open ➡️ https://bit.ly/45PuA5b
Register here ➡️ https://bit.ly/3dnUu7n
Submit abstracts here ➡️ https://bit.ly/3Ma1vK5
See you in Dublin 🌿 on the 11-12 March 2024!
#LifeAfterStroke #elasf2024 #StrokeAllianceForEurope

Abstracts
@Stroke Alliance For Europe’s second in-person European Life After Stroke Forum in Dublin 2024 are calling for abstracts ➡️ https://bit.ly/3Ma1vK5
Submit your abstracts soon – the deadline is 2nd November 2023!
#StrokeResearch #LifeAfterStroke #elasf2024 #StrokeAllianceForEurope

Registration
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See you in Dublin 🌿 on the 11-12 March 2024!
#LifeAfterStroke #elasf2024 #StrokeAllianceForEurope #StrokeResearch

Tag us in your post: 🔗 @Stroke Alliance For Europe 🌐 @Stroke Alliance For Europe 📩 @StrokeEurope
Social media – X / Twitter

**Event**

Downloadable graphic:
ELASF 2024 Launch Twitter 900x450.png

**Abstracts**

Downloadable graphic:
ELASF 2024 Abstracts Twitter 900x450.png

**Registration**

Downloadable graphic:
ELASF 2024 Registration Twitter 900x450.png
Social media – Facebook

Event
Downloadable graphic:
ELASF 2024 Launch Facebook 1200x628.png

Abstracts
Downloadable graphic:
ELASF 2024 Abstracts Facebook 1200x628.png

Registration
Downloadable graphic:
ELASF 2024 Registration Facebook 1200x62.png
Social media – LinkedIn

Event

Downloadable graphic:
ELASF 2024 Launch LinkedIn 1350x440.png

Abstracts

Downloadable graphic:
ELASF 2024 Abstracts LinkedIn 1350x440.png

Registration

Downloadable graphic:
ELASF 2024 Registration LinkedIn 1350x440.png
Campaign hashtags

Priority hashtags
#LifeAfterStroke
#elASF2024
#StrokeAllianceForEurope

Secondary hashtags
#StrokeResearch
#strokeCare
#strokerehabilitation
Bitly for linking

ELASF 2024 website: https://bit.ly/3dnUu7n
ELASF 2024 abstract submission: https://bit.ly/3Ma1vK5
2023 event slides: https://bit.ly/3CX36gZ
A life saving is a life worth living presentation: https://bit.ly/3RBX4er
The importance of focusing on life after stroke: https://bit.ly/44ZoVbS
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