

# 1º Congresso Internacional de Comunicação e Marketing em CUIDADOS PALIATIVOS

Escola Superior de Enfermagem  
de Coimbra | ESEnfC

Auditório António Arnaut – Pólo B

21 e 22 de fevereiro de 2020



Organização



## Comissão Organizadora

Presidente: Duarte Soares  
Ana Rocha  
Cândida Cancelinha  
Carla Reigada  
Elsa Montenegro Marques  
Goreti Marques  
Joana Rente  
Maria Goreti Mendes  
Susana Caires  
Tânia Mendes

## Comissão Científica

Bárbara Gomes  
Carla Reigada  
Duarte Soares  
Goreti Marques  
José Carlos Bermejo  
Maria Goreti Mendes  
Paula Sapeta  
Sara Pinto

Secretariado

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DE EVENTOS

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## REGULATIONS FOR POSTERS AND ORAL COMMUNICATIONS

### Article 1 SCOPE

It is the responsibility of the Scientific Committee (SC) of the **I International Congress of Communication and Marketing in Palliative Care** to:

1. Elaborate the regulation for the submission and presentation of scientific proposals;
2. Define the nature/form of presentation of the scientific proposals;
3. Analyze the proposals in terms of their methodological and scientific quality and decide on their acceptance or rejection;
4. Decide on the attribution of awards/distinctions to the most relevant scientific works based on previously defined criteria.

### Article 2 FORMAT / COMMUNICATIONS

Communications can be presented in two types of formats:

1. **Oral communication;**
2. **Poster.**

### Article 3 ABSTRACTS' EVALUATION CRITERIA

1. The themes presented should be original and within the scope of the topics under discussion at the I International Congress of Communication and Marketing in Palliative Care.
2. The same theme cannot be candidate for poster and oral communication at the same time.
3. At least one of the authors must be registered in the Congress.
4. Each author (1st author) can participate with a maximum of two presentations.
5. The failure in the compliance with the former rules will result on the rejection of the submitted proposals.

### Article 4 SUBMISSION OF ABSTRACTS

1. Abstracts must be submitted online at [www.admedic.pt](http://www.admedic.pt) until 23:59, **December 15, 2019**, and according to the information available on the site.
2. The abstracts cannot contain any information about the authors or institutions involved, in order to facilitate the blind evaluation of the reviewers.
3. The submitted proposal must contain the following elements:
  - a) Title, Introduction, Objectives, Material and Methods, Results, Conclusions (these elements must be properly identified and separated by different paragraphs).
  - b) Keywords in Portuguese and English (maximum of 4), separated by semicolons.
  - c) Characters' limit, including spaces: 2500.
  - d) No bibliographic references are required.
4. The reception of abstracts will be confirmed by e-mail.
5. The authors will be informed, by e-mail, until January 6, 2020, about the SC's decision (acceptance or refusal) as well as the presentation's format.
6. The submission of the abstracts' final version to be included in the Proceedings of the Congress must be done until 23:59, January 22, 2020, to [joana.marques@admedic.pt](mailto:joana.marques@admedic.pt).
7. All submissions must respect the ethical principles of scientific research, as well as the national and international guidelines regarding research in human beings (if applicable).

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Associação Portuguesa  
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## Article 5

### SELECTION AND PRESENTATION OF COMMUNICATIONS

#### 1. Oral communications

- Oral communications that meet the criteria defined in article 6 will be selected;
- The presentation time will be 10 minutes, followed by 2 minutes for discussion;
- Prior to the Congress the authors will be informed regarding the day, time and place where the presentation will occur.

#### 2. Posters:

- Posters that meet the criteria defined in article 6 will be selected;
- The dimensions of the posters are 100 x 80cm, in the vertical position. The text must be visible at a distance of 1.5m;
- The presentation time will be 5 minutes, followed by 2 minutes for discussion;
- The presentation and discussion will take place next to the poster at a time to be defined;
- The poster's setting is the responsibility of the authors. The information regarding the poster's placement will be available in the Congress' Secretariat;
- The posters must be removed by the authors immediately after the Congress;
- Posters with best classification will be selected for presentation in the room. The authors will be previously notified.

## Article 6

### EVALUATION OF ABSTRACTS

1. For the selection of abstracts of oral communications and posters, the following criteria will be taken into account:

- Contents should be according with the thematic of the Congress, namely marketing in palliative care; media and palliative care; social representations in palliative care; art in palliative care; literacy in palliative care; measurement of outcomes in palliative care; evidence of benefits in palliative care;
- Innovative contents in related with communication and marketing in palliative care;
- Relevance to the development of palliative care intervention and/or research;
- Scientific and methodological accuracy;
- Clarity, coherence and objectivity of information;
- Overall quality of the abstract.

## Article 7

### FINAL DISPOSITIONS

- The critical appreciation and selection of abstracts are the responsibility of the SC and the results will not be appealed;
- The SC reserves the right to reject the abstracts that do not comply with the established rules or that don't fulfill the quality criteria to be presented at the Congress;
- All the authors of the oral communications and posters presented at the Congress will be certified;
- The best oral communication and poster will be awarded;
- The "Best Oral Communication" and "Best Poster" awards will be given at the end of the Congress.
- The prizes can only be given to the author (s) who are present.
- Any situation that is not covered by this Regulation shall be analyzed by the Congress's SC.

The Scientific Committee of the I International Congress of Communication and Marketing  
in Palliative Care.