

CASE STUDY No. 11

Continuing the series of case studies from leading PCOs around the world

Beyond Congress Management

Associations are more than their congress, and IAPCO PCOs are more than congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights into the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond their congress. IAPCO's philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest levels in any area of expertise related to organisational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organising their congress, but by achieving overarching business objectives.

GS1 General Assembly Mexico 2016 16th – 19th May, Mexico City, Mexico GS1 Mexico

Organised by IAPCO Member:
T&C, Mexico



The challenge

To create conditions to perform easy and effective networking

The GS1 General Assembly was hosted this year by GS1 Mexico. This is the occasion where key decisions related to the organisation's future are made.

The event had several goals: the first was to generate attractive content that meets the expectations of different attendees: important industry players, key decision makers of the global market and GS1 organisation members; the second challenge was to set meetings where strategies could be generated and global performance indicators could be evaluated, in this case the challenge was to co-ordinate these sessions with people located around the globe; and the last goal was to create the correct conditions so the event could truly serve as a plat-

form for networking within the GS1 community and attract high-level executives from more than 80 countries around the world.

All in all, the necessity turned out to be a hybrid event that could allow the interaction of different people in different places at the same time. The event would not be restricted to logistic processes but instead would generate content within a framework that could ensure global participation.

The solution

The use of cross-media technology in order to arouse attendees' interests was introduced, thus reaching all those who could not be present on site allowing them to attend the event virtually,

building relationships and interacting with all the organisation's members. Video content, BTL activities, scenography and conferences were created to communicate the key messages of the client. Furthermore, T&C developed a mobile app where content and event highlights could be transmitted live, thereby amplifying the scope and effects of the event. This app allowed participants to generate personal profiles so that they could interact or share experiences with other participants through photos, videos, comments or session ratings. T&C also created live clips for those in different locations so that they could be aware of what was happening in the main venue.



The outcome

The main goal of the event was successfully reached. It took the Strategic Plan of the GS1 to a global level for future years by including the participation in the sessions of attendees along with the contributions of other members from different locations, in a controlled and organised way.

The solution that T&C provided in order to achieve the customer's results were based on the design of the meeting logistics and the technological support to make them happen: live streaming and parliamentary microfonia.

The second goal achieved was the interaction between the attendants and the environment created for networking, however, this goal achievement transcended beyond customer expectations. Via the mobile app, the BTL activities and the marketing campaigns developed by the T&C team, created a permanent community formed by 111 of the GS1 members, a staggering 40% of the attendees. Analytics showed that each one of them had more than 7 interactions with the content and made on average at least one post. This community will continue to interact after the event and continue to exchange critical data – from manufacturing all the way to the consumer, creating a common language that underpins systems and processes all over the world.

Adding to this networking, the committee could maintain constant communication with these members and pass on the strategic messages to reinforce the main agreements formed during the current meeting. It will also allow the committee to be aware of their members' behaviour, their preferences and content interests, so that their communication strategies with the community can be adapted to meet their members' needs.



Learn more about IAPCO and what its members can do for your organisation by visiting our website: www.iapco.org or by contacting us on info@iapco.org.