

# CASE STUDY No. 3

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 in 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.*

### Large European-based Global Medical Congress, April 2015

Organised by IAPCO Member, Kenes International, Switzerland

#### The challenge

The Stage: A high-level, four-day congress, the largest of its kind in the world, including keynote lectures, symposia, educational workshops and meet-the-expert sessions on parallel tracks covering a well-known medical field. The Client: A prominent European-based global medical society and a long-term Kenes client who, following the success of their 2014 congress, raised the bar even higher for 2015. It was the steady growth in importance of this congress that prompted the society to make it its mission not only to maintain, but increase its unmatched level of excellence.

The client's objectives were clear – deliver a fundamentally stronger global message and brand in 2015, surpassing the success of the 2014 congress. Our challenge was to increase brand awareness, in this case, the congress as the brand, and develop a marketing plan that would ensure that this 'brand' was always in the congress delegate's "top-of-mind." This meant creating and delivering real-time, live "hype" leading up to, during and after the event that would attract young professionals and overall, a younger, targeted demographic to the event, not only from Europe, but from all four corners of the globe. And for Kenes, the ultimate challenge – not only to meet but to exceed the client's needs.

#### The solution

The solution was provided by Kenes Marketing, the company's in-house marketing and communications team – a combination of an ongoing social media campaign with onsite activities and innovative technology products

to position itself in the congress delegates' top-of-mind. Social media is readily and easily accessible and the best tool to reach out and engage audiences and increase your network: the popular Facebook and LinkedIn, Twitter and YouTube, essential for video sharing. Onsite technology products included several channels – mobile congress app, interactive information kiosk, congress TV, ePosters, interactive world map of participants, hybrid sessions and more – all with the ability to share from the experience.



It was Kenes' social media team that 'spread the word' and positioned the congress in delegates' top of mind, enabling them to actively engage in the meeting. "With the use of new technologies, we were able to find and reach out to our client's 'brand influencers', key players in this medical industry who could influence their networks. We decided to empower them by asking them to be the brand ambassadors, transforming them into 'heroes'," commented Ori Lahav, AVP Marketing at Kenes. "We monitored the web, controlled the discussions on social networks and hand-picked these influencers to facilitate a successful social media campaign. This congress

welcomed nearly 11,000 participants and behind most of them is a massive network, some of them almost as powerful as the brand itself."

#### The outcomes

The congress realized unmatched online and social media success, with more than 8 million impressions on Twitter, an increase of 290% over last year's event. With the integration of a wide range of onsite technology products, the event boasted over 5,000 downloads of the congress mobile app, which helped participants plan schedules, map the event and book and attend sessions of their choice. Equally impressive were the event's Hybrid sessions streamed live to China, and onsite TV, a dedicated TV station inside the venue that hosted committee members, guest speakers and VIP lecturers.

But it is the growing power of social media and digital marketing that enabled us to deliver above and beyond its client's expectations. The results speak for themselves. With a targeted marketing strategy, social media is the strongest, most effective means to reach an optimal audience before, during and after any professional event. Simply put, you can reach more people, optimise your brand, and market your event through the power of data and social media campaigns.

"The steady growth in importance of this annual congress has made it our mission to maintain or even increase the excellence of this congress," commented the association president. "The 2015 conference was a success because we got the word out there. Proof that congress marketing is key – almost as important as your content and the quality of your speakers. You can't have one without the other."



#### Superior Onsite Technology

- Flawless onsite registration and self-registration stations welcomed over 8,000 participants when the doors opened on Day 1
- Over 5,000 downloads of the mobile congress app that helped participants plan schedules, map the event and book and attend sessions of their choice
- ONSITE TV, a dedicated TV station inside the venue hosted committee members, guest speakers and VIP lecturers
- More than 8 million impressions on Twitter, live from the event – an increase of 290% over last year's congress!

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