

IAPCO MEMBER INSIDE STORY

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LIVE STREAMING How to multiply an audience with live streaming

Event: European Congress on Hypertension (ESH)

Dates/Location: 8-11 June 2018, Barcelona, Spain

Company Name: AIM Group International

Company website: www.aimgroupinternational.com

KEY FACTS

1 Congress Pax: Over 2500

2 Streamed Pax: Additional 5000+

3 Time in China: 23.00 hrs

THE CHALLENGE

More and more PCOs are challenged by association clients wanting to reach new potential delegates and to make their conference attendance grow.

Live streaming is becoming increasingly more impactful in conference planning and format, as demonstrated at the recent “28th European Meeting on Hypertension and Cardiovascular Protection”, Barcelona 8-11 June 2018, an important medical congress with a long history and rich programme attracting upwards of 2500 international delegates. AIM Group has been its PCO from the outset.

With the support of a sponsor willing to open up into new markets, AIM organised a live streaming between Barcelona and Beijing during the presentation of the new ESH Guidelines. “ESH in China” was organised in collaboration with the China Hypertension Alliance. While the 100 participants in a meeting room in Beijing could virtually attend the conference, with the help of simultaneous interpretation and a moderator, there were also almost 5000 attendees in China following the event through streaming, amazing when you consider it was 23.00 hours in China!

AIM broadened the potential ESH audience by transforming a face-to-face meeting into a hybrid event, typical of the digital era. Keeping the attention of those watching their screen required a well-defined strategy. Three elements were critical: a dedicated moderator, an engaging storyline and time for interaction.



With the spread of broadband internet and 4G smartphones, broadcasting live streaming has become one of the means for expanding the reach of meetings making them truly accessible.

There is no reason to fear that live streaming will discourage people from attending the real-life event. Experience demonstrates that it is the opposite that actually happens. Associations who proposed live streaming during their meetings have experienced very little cannibalisation of attendees. Furthermore, experiencing a conference in live streaming motivates, like a teaser advertisement, more people to be there the next year: many associations reported up to 30% of their virtual audience attending their physical meetings the following year.

In brief, innovation with a solid strategy is always worth it!



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