

## IAPCO MEMBER INSIDE STORY

IAPCO Member Inside Stories highlight events of excellence which are brought to you by accredited members to showcase quality, initiative, innovation, creativity and success.



## WHEN THE IMPOSSIBLE BECOMES A FACT

**How innovative thinking can solve venue limitations?**

**Event name:** 40th Asia Pacific Dental Congress & 109th PDA Annual Convention [www.apdc2018.org](http://www.apdc2018.org)

**Dates/Location:** 7-11 May 2018, Manila, Philippines

**Pax:** 15300

**Company Name:** Kenes Group

**Company Website:** [www.kenes.com](http://www.kenes.com)

## KEY FACTS

**1** Venue capacity 8000 pax

**2** Target number of participants over 14000 pax with actual participants onsite 15300 pax

**3** Members of both organisations of over 19000 pax

## THE CHALLENGE

The challenge with co-locating the 40th Asia Pacific Dental Congress (APDC) and the 109th PDA Annual Convention (PDA) came from the selected destination, Manila, having only one large purpose-built venue – SMX. It is designed to host up to 8000 people, where the expectations were for over 14000 to join the event, based on the 2017 experience of PDA. Avoiding queues in the registration area and ensuring a safe flow between halls were the big questions to address.

The most problematic was the ground floor to be used for the registration area. Two registration desks with 13 counters were fitted next to each other. But welcoming so many people on day one was still impossible. The team created a system for early distribution of RFID and barcode equipped badges, successfully reaching 9000 delegates. With two early registrations announced: one during the set-up day and another starting on day one at 5:30 in the morning, the queues in this area were reduced to a minimum with only 1200 people registering onsite.

For the smooth flow between floors and halls, 40 security guards overlooked the safety and traffic control in all key entrance and exit points. An ideal

solution was to use the sets of escalators on each side of the building in a single direction, up or down, however this modification was not possible. Thus, the onsite team coordinated the guards on lining people and monitoring the crowds on the respective escalators. First all halls were emptied of people and only after the delegates for the next sessions were allowed to go to the upper floor and enter one of the 13 halls used.

Thanks to the collaboration of all parties this important for the region congress was a success and a logistical accomplishment were delegates focused on learning and networking and not on the limitations of the venue.



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