

IAPCO MEMBER INSIDE STORY

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AUGMENTED REALITY

How to use AR to engage congress delegates

Event: European Federation of Periodontology (EFP) 2021

Pax: 10,000+

Company Name: Mondial Congress & Events, Austria

Company Website: www.mondial-congress.com/en

KEY FACTS



Engaging 10,000+ delegates



Announcing location of 2021 congress



Ensuring future event dates remembered

THE CHALLENGE

EFP was looking for an original way to announce the location for its next EuroPerio congress in 2021. The reveal should happen during the last session of their 2018 congress in Amsterdam. Mondial suggested turning the announcement into a riddle by producing printed post cards and ads for the programme book that would only give up the secret when additional content was accessed via an Augmented Reality app.

A browser app would allow users to access AR content without having to install an app on their phones or tablets. On the printed postcard and ad we only revealed the next congress date. Below it were a QR code and a marker. By scanning the QR code with a phone or tablet, a browser window would open and access the device's camera. When the camera was then pointed at the marker on the print, a digital hologram of the Little Mermaid would appear above it – landmark of Copenhagen, the next congress destination.

In the weeks leading up to the congress, the QR code could already be scanned, but the marker would only show an animated question mark as well as a counter counting down the seconds to the congress in Amsterdam.

When the big day arrived, the 4000 delegates in attendance at the auditorium each got a printed postcard with the QR

code. On cue, everyone then got scanning to guess where the 2021 congress would be held. Only minutes before the presentation was the actual mermaid animation unlocked online.

Because the EuroPerio congress is only held once every three years, it was important that the announcement stayed in people's memories for a long time. Messages are more likely to stick if they are discovered actively by an audience itself.

Engagement should be fun as well as informative and memorable!



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