

# CASE STUDY

No. 6

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.*

## The Wake-Up Bus Project 3–15 October 2013, Brussels, BE European Sleep Research Society

Organised by IAPCO Member: Congrex Switzerland

### The challenge

The European Sleep Research Society (ESRS) and its partners in the Assembly of National Sleep Societies (ANSS) organised a Europe-wide sleep study, to quantify and present the dangers of driving while tired. The aim of the two societies was also to raise the awareness among the general public of the importance of sleepiness as one of the main causes of road accidents. The challenge addressed to Congrex Switzerland – as Core PCO of ESRS since 2010 – consisted in developing different ideas on how to get as many survey respondents as possible and on how to reach as many people as possible in a maximum number of countries.

### The solution

Congrex Switzerland supported the society serving as a command centre throughout the whole project. They were able to unify the work of the ESRS and ANSS beginning by standardising the survey across 19 countries and cumulating in the organisation of the presentation through the office of EU Parliamentarian Paulo Rangel. The Wake-Up Bus project was created to reach as big a general audience as possible in different European countries, giving the national sleep research societies a panel for individual awareness campaigns. Through a promotion campaign via social media and the ESRS network, Congrex was able to support the

society in reaching nearly 20,000 survey respondents.

### The outcomes

The Wake-Up Bus left Oporto on 3rd October 2013 and reached ten countries in twelve days prior to its final destination at the EU



Parliament in Brussels. During the same time, an additional seven countries off the route hosted additional awareness campaigns. Through the journey, Congrex Switzerland provided back-end support handling press requests, organising security clearances, locating the bus as it crossed borders, and sharing its journey through social media. The results of the study were delivered in Brussels and published shortly thereafter. The goal to increase awareness was achieved, the study results were covered by mainstream media in several countries/languages and sleep researchers continue to contact the society asking about the Wake-Up Bus Project. A recap of the outcome of this project was presented to the European health care professionals during the successful Congress of the European Sleep Research Society in 2014 in Tallinn, Estonia.

"I wanted to thank you all for your hard work and dedication in the organisation of the ESRS 2014 conference. It was our most successful meeting to date and a large part of this was down to excellent organisation. Thanks again for making things very much easier".

Prof. Philippe Peigneux, President  
European Sleep Research Society ESRS



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).