

# CASE STUDY

No. 9

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.

### LASPGHAN 2015

18 – 21 November 2015, Lima, Peru

Latin American Society for Paediatric Gastroenterology, Hepatology and Nutrition (LASPGHAN)

Organised by IAPCO Member: Kenes Group, Switzerland



#### The challenge

To support growth for a sub-specialty conference in a competitive environment

The Latin American Society for Paediatric Gastroenterology, Hepatology and Nutrition (LASPGHAN) aims to provide knowledge and education in its narrow sub-specialty field through its biannual event. With varying participant numbers throughout the years, LASPGHAN recognised the need to raise its profile in the paediatrics field. Part of the association's strategy was diversifying the congress program and educational value of the event. LASPGHAN further looked at strategically selecting a local partner to work with, who could provide strong expertise in growing medical congresses and improve the event's overall profile. In 2012, Kenes Latin America was selected as the local PCO to support the development of the 2015 congress to take place in Lima, Peru.

With the main objectives put in place and already having an agreed strategy in execution, a large challenge occurred only a year before the event. A significant competitive event was moved from its original location to Lima, and was to take place only days before LASPGHAN 2015. This triennial congress had similar rotation patterns, as well as attracted a large number of delegates, covering the profile of LASPGHAN's delegates, a paediatrics sub-specialty topic. This posed a large threat to the success of LASPGHAN and a limited time to react.

#### The solution

In order to ensure a quick and flexible reaction to this challenge, the team working on LASPGHAN regrouped and defined a new strategy and promotional plan for the event. Kenes' dedicated in-house marketing and social media department carried out new research in order to specify the target audience further, identify gaps in the competitive event and re-focus messaging, and the event's brand. Online channels were identified through which to

reach the audience, including doctors working in the field of paediatric gastroenterology, hepatology and nutrition or related fields, such as nutrition or endoscopy. This new approach aided the creation of strong brand awareness by effectively enhancing the congress visibility in the region. It further translated into growing numbers of participants, but also supported the congress brand as a key player in its field. The team further leveraged sponsorship activation solutions and key industry contacts to ensure a successful event.



#### The outcomes

Working together with the Local Organizing Committee (LOC), Kenes maximized the congress revenues by exceeding the preliminary expectations. The outcomes of the strategic actions and quick adaptability led to 40% more abstract submissions and more than a 30% increase in delegate numbers (compared to the previous event that took place in Natal, Brazil). Kenes' global know-how and regional expertise made LASPGHAN's success possible. Flexibility and a strong local knowledge and network, led to satisfied delegates and to keeping the event on the path to its eventual success.

Dear Kenes Team,  
I'm writing to thank you for your excellent job during LASPGHAN 2015 and congratulate you on the meeting success. It was a pleasure to work with you.

Warm regards,

Dr. Aldo Maruy,  
LASPGHAN 2015 Local Organizing Committee



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