

CASE STUDY

Sharing defining moments

In an age of personalisation and interactivity, face-to-face communication is a powerful means to engage with your audiences' hearts and minds to influence behaviour, communicate effectively and leverage human capital and human connections.



58th World Statistics Congress of the International Statistical Institute (ISI) SCIENTIFIC ASSOCIATION/ GLOBAL

Challenge

Diversifying an Association Demographic

The International Statistical Institute (ISI) wished to use its 58th World Congress to drive membership and reach out to some key target groups that would diversify its current demographic. Of particular interest was increasing membership among women and raising awareness of the profession for upcoming talent. The conference had a specific scientific aim of educating attendees on the application of statistical tools to solve ongoing emergencies in the Third World, particularly in the area of clean water supply.

in various locations prior to the main congress and interactive competitions were run to educate young people on the profession, with the winners exhibiting their work at the conference. A "Women in Statistics" networking event was held during the meeting to encourage women to participate in the society. The programme included a themed 'Water Day', providing a platform for delegates to propose solutions for the ongoing water supply crisis in the Third World.

Results

Over 2,400 delegates from 125 countries attended the 58th World Statistics Congress, with a significant increase in the proportion of female and young delegates. 'I want to acknowledge the sterling efforts of the MCI team in helping to make the World Statistics Congress a truly spectacular congress. It has been a pleasure doing business.' Paul J Crowley, Central Statistics Office Ireland.

MCI's solution

MCI worked with the client to create a strategic plan to reach out to these target groups. The conference's scientific programme was expanded beyond traditional boundaries. A series of short courses for young statisticians were held

Why MCI?

The 58th World Statistics Congress featured over 1,300 speakers, the largest exhibition in its history, spectacular gala dinners and multiple networking opportunities. ISI needed a partner who could approach their conference with a full 360 degree view and integrate conference organization, event management and destination management services whilst giving delegates a truly unique and memorable experience.

