

MAXIMISING NETWORKING OPPORTUNITIES WITH DIGITAL TOOLS

World Hepatitis Summit



PROJECT

Congress

LOCATION

São Paulo, Brazil

TARGET AUDIENCE

Healthcare professionals, patient organisations, public health scientists, policy-makers, civil society groups

SERVICES

Digital, Content, Exhibition, Production



CHALLENGE

Support the World Hepatitis Summit in achieving its objectives which revolved around raising awareness and stimulating scientific activities, while maximizing networking opportunities with digital elements.

SOLUTION

With networking being one of the main objectives for the World Hepatitis Summit, a large exhibition area was created to act as an inspiring platform that would bring together exhibitors with attendees. In addition, an optimized WHS branded, mobile application was developed so that attendees could access sessions and speaker information, as well as plan their agenda accordingly. The digital experience was topped off with a purpose-built chat feature, which enabled over 7,000 interactions between attendees.

RESULTS



25%

INCREASE IN ATTENDANCE COMPARED TO PREVIOUS EDITION



32,500

APP SESSIONS



101

WORKSHOP GROUPS FACILITATED

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