Maximising Networking Opportunities with Digital Tools

World Hepatitis Summit

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

Project

- Congress

Target Audience

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

Services

- Digital, Content, Exhibition, Production

Location

- São Paulo, Brazil

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