CONGRESS RAISES WORLD CONCERNS AND BREAKS ATTENDANCE RECORDS

International Federation of Gynecology and Obstetrics (FIGO)

CHALLENGE

From mainly focusing on medical issues, FIGO has repositioned to fully embrace the wider topic of women’s health and this is reflected mainly by its congress covering cutting-edge science as well as public health and policy. Through this congress, FIGO envision to become the global voice for women’s health.

SOLUTIONS

With a series of innovative tactics that aimed at boosting abstract submissions, registrations and increasing the overall visibility of the event, FIGO and MCI Brazil put their focus on three main areas: communication, education and partnerships. More specifically, the introduction of the ‘Hello Doctors’ sessions consisting of 15-minute speeches whereby women with serious health experiences were invited to share their story, efforts to strengthen partnerships with member societies, and the launch of a 3-language digital campaign, in English, Spanish and Portuguese, using Google and Facebook and the hashtag #EveryWomanMatters in all communications.

RESULTS

11K ATTENDEES
20%+ REGISTRATIONS
2,200 ABSTRACTS

11K

201% GROWTH

301%

PROJECT
Full Congress Management (PCO)

TARGET AUDIENCE
Gynecologists and Obstetrics Specialists

LOCATION
Rio de Janeiro, Brazil

SERVICES
Congress Management, Registration Services, Abstract Handling, Speaker & Program Management, Marketing & Promotion, Sponsorship Relations, On-site Management

Find out more: associations@mci-group.com