INCREASING KNOWLEDGE THROUGH MEASUREMENT

XXII World Congress of the International Measurement Confederation (IMEKO) – Institute of Measurement and Control (InstMC)

CHALLENGE
Held every three years, the IMEKO World Congress educates and inspires participants on the latest research and updates in the fields of measurement science and metrology and their applications to automation and control. The InstMC hoped to raise public awareness of the importance of measurement in daily life.

SOLUTIONS
When event planning, organisers use previous event data to measure, track and predict future trends and statistics. Unfortunately previous Congress data was not readily available. MCI UK overcame this by building trust and drawing on years worth of event experience. MCI UK reengaged with a historic attendee database, and stimulated registrations and paper submissions with a structured email marketing and social media campaign highlighting the excellent scientific content and incredible keynote speakers, including two Nobel Prize winners. IMEKO’s profile and indeed the subjects of engineering and metrology were boosted as local students joined the stimulating Opening Ceremony led by Professor William D. Phillips, 1997 Nobel Prize Winner of Physics (pictured).

RESULTS

| 580+ DELEGATES | 10% WEB TRAFFIC FROM DIGITAL MARKETING | 84% RATED IMEKO 2018 VERY GOOD/EXCELLENT |
| 516 PAPER SUBMISSIONS BEATING 400 TARGET | 150K TWITTER IMPRESSIONS | 85% DOWNLOADED CONGRESS APP 40% ABOVE AVERAGE |

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