The UKRG enlisted MCI UK to deliver their biennial conference for registrars, collection and exhibition managers. This conference celebrated 20 years since the first ERC in London 1998. The UKRG wanted to re-energise the programme, demonstrate the conference’s evolution, and nurture their growing community.

**SOLUTIONS**
MCI UK developed a dynamic, vibrant brand identity which combined the city skyline and event themes: Evolve, Refresh, Collaborate. The optimised website was structured to aid the user journey with clear calls to action and email signup forms - this supported marketing with 37% of the total attendee registrations coming directly from data capture. The programme generated hype through tactical pre-event marketing and social media, leading to the event selling out two months before delivery! ERC’s community was digitally nurtured by the app and pre-event/onsite social media. These platforms fostered new connections and encouraged F2F networking. #ERC18LDN reached 225K accounts, while every single delegate downloaded the app! The activity stream was in regular use recording 3,294 interactions and 226 photos over two days - a sign of a healthy, active and engaged community.

**RESULTS**
- 854 attendees
- 54,807 app sessions over 2 days
- 590 sponsor page views on app
- 51% average email open rate
- 37 sponsors
- 100% app adoption rate

Find out more: www.mci-group.com/contact