

# ENGAGING AND ACTIVATING CONGRESS AUDIENCE WITH STATE-OF-THE-ART TECHNOLOGY

13<sup>th</sup> Congress of the World Federation of Interventional & Therapeutic Neuroradiology (WFITN)



## PROJECT

Congress Management

## LOCATION

Gold Coast, Australia

## TARGET AUDIENCE

Healthcare professionals

## SERVICES

Technology, Digital, Creative

## CHALLENGE

The committee was looking for a partner with creative and digital capabilities to engage and activate the delegates and reflect at the same time the country's innovative, forward thinking and technological solutions.

## SOLUTION

A bespoke congress app linking much of technology together. Its key features included: Delegate messaging - allowing for delegates to send private messages to other delegates; access to the full delegate list and activity feed - a social media type feed allowing for delegates to comment and view comments about the overall event. With the use of the app, standard live audience voting was turned into an interactive experience that allowed participants to submit questions and write comments which were projected onto the 27m screen alongside the speakers and their presentations.

## RESULTS



**47%**

OF THE DELEGATES RATED THE APP AS 'EXCELLENT'



**280**

QUESTIONS WERE SENT THROUGH THE APP



**89,306**

PAGE VIEWS