

# BREAKING PARADIGMS FOR A SUCCESSFUL CONGRESS

29<sup>th</sup> Brazilian Congress of Sanitary and Environmental Engineering - Brazilian Association of Sanitary and Environmental Engineering (ABES) & Sabesp Engineers Association (AESABESP)



## PROJECT

Congress Management

## LOCATION

São Paulo, Brazil

## TARGET AUDIENCE

Sanitation professionals, Engineers, Members, Media

## SERVICES

Management, Production, Consulting, Public Relations

## CHALLENGE

To combine the best out of both associations and build on their strengths for delivering a unique and impactful event characterized by the increase in attendance and media exposure.

## SOLUTION

Bringing the associations closer together and respecting their differences right from the start, was key. The partnership offered participants with unprecedented technical innovations during the congress and the increased number of attendees and journalists from 25 countries around the world, made made this the biggest sanitation expo in the world.

## RESULTS



**180**  
JOURNALISTS



**4,500**  
ATTENDEES



**25,000**  
VISITORS



**25**  
COUNTRIES



**49**  
WORKSHOPS