

# MEDICAL CONTENT CAPTURE EXTENDS LEARNING OUTCOMES

3<sup>rd</sup> BSG Endoscopy Live – British Society of Gastroenterology (BSG)



## PROJECT

Full Congress Management  
(PCO)

## TARGET AUDIENCE

UK Gastroenterology Clinical  
Community

## LOCATION

Newcastle, UK

## SERVICES

Budget, Registration & Abstract Management,  
Technical Production, Digital, Design & Print,  
Exhibition & Social Programme, Sponsorship



## CHALLENGE

The BSG hold a live endoscopy meeting every two years in the UK. For their 3<sup>rd</sup> Endoscopy Live event the BSG sought to regionalise the conference from its inaugural location in Birmingham and maximise post-event learning for delegates.

## SOLUTIONS

BSG approached MCI to lead the Conference delivery and develop a robust technical production plan which would guarantee seamless live endoscopy procedures via video links. With multiple live medical operations streaming simultaneously from hospitals in London and Newcastle, it was imperative that delegates could witness a range of unique patient cases.

Together we mastered changing the medical channels to satisfy all surgical parties and ensure equal video airtime. Every surgical procedure was recorded so that the BSG could provide post-event playback to registered delegates. This will greatly extend learning outcomes while increasing the meeting's legacy. Complimentary use of iPads containing all session content and conference information also made for BSG's first paper-free Endoscopy Live!

## RESULTS



443

REGISTERED  
DELEGATES



1ST

PAPER FREE  
CONFERENCE



21

SPONSORS



9

YEARS  
WORKING  
TOGETHER



31

VIDEO  
ABSTRACTS



50K

TWITTER  
IMPRESSIONS  
#BSGEL2019

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