SETTING THE STAGE FOR EUROPE’S LATEST INNOVATIONS

Consumer Technology Association (CTA)

CHALLENGE

The Consumer Technology Association (CTA) aims to generate awareness and anticipation for CES 2020, but also gather extensive data to be used towards its expansion. Carefully elaborated by MCI The Netherlands, the registration process would thereby help provide CTA with key data to be used for targeting purposes. In collaboration with the venues, MCI would also need to employ its logistical expertise to support environments that stimulate engagement among the full spectrum of the tech industry. Part of the difficulties stemmed from planning the same event in two different locations, especially considering the little time between each one. Besides assigning a dedicated project team to each city, this entailed for effective management and coordination of partners.

SOLUTION

For our second year working on CES Unveiled, we were dazzled by the results achieved in each city. Participants from all around Europe entered the event through an intuitive system of self-scan kiosks, creating a natural flow of attendees coming in. This year we also focused on a more sustainable approach by limiting physical signage and opting for digital solutions as well as making the essential switch from plastic bottle to re-fillable ones. Given our mutual delight working together, we very much look forward to prolonging our relationship with CTA and hope to continue to take part in the making of these forward-thinking events.

LOCATION

Amsterdam, The Netherlands | Paris, France

SERVICES

Registration management, logistics, venue sourcing

PROJECT

CES Unveiled 2019

TARGET AUDIENCE

Key players from tech industry, tech companies, government officials, international media, tech influencers

RESULTS

2224 ATTENDEES 141 EXHIBITORS 136 PRESS REGISTRATIONS

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