

# IMPROVING AN ANNUAL SYMPOSIUM WITH AN INTERACTIVE CONFERENCE APP

Pensions & Investments



## CHALLENGE

Pensions & Investments' Annual Global Pension Symposium is a regular presence in Japan, having been hosted there for thirteen times. And so is the partnership between the global media brand and MCI Japan, who has supported the event as its secretariat since 2015. Given this long-term collaboration, both need to outdo themselves each year, improving the conference and ensuring that the delegates and sponsoring partners have a valuable, educational and enjoyable experience.

## SOLUTION

For the 2019's Annual Symposium, MCI Japan brought its expertise in on-site management, sponsors' logistic support, registration, signage, audio-visual and entertainment to deliver the conference – a platform through which delegates could gain access to the foremost pension investment knowledge and share best practices on innovative strategies. On top of that, MCI Japan contacted MCI's global partner [Magency](#) to arrange an on-site app. 'Sparkup' is an app that satisfies the audience's need for interactivity by making them part of the conversation. The app increased participation's levels during sessions and allowed delegates to actively ask questions and share ideas in real-time and anonymously via their smartphones, a nice addition for the most reserved. Overall, the app received positive feedback by users as an easy-to-use platform that made delegates feel more involved in the Symposium's educational programme, resulting in an enhanced live experience.

## RESULTS

296 ATTENDEES	87.8% ATTENDANCE RATE	46 SPEAKERS
12 SPONSORS	211 SURVEYS COLLECTED	

### PROJECT

2019 Global Pension Symposium

### TARGET AUDIENCE

Pension, portfolio and investment management executives

### LOCATION

Tokyo, Japan

### SERVICES

App management & strategy, on-site management, sponsors logistic support, registration, signage, audio-visual, entertainment

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