

# CONSTRUCTING A PLATFORM FOR CHANGE

One Young World Summit 2018



## CHALLENGE

Provide full event management services for the annual One Young World Summit, coming to The Hague for the first time.

## SOLUTION

For the 2018 edition of the One Young World (OYW) Summit, MCI The Netherlands provided full event management services to facilitate an environment that fostered connections and knowledge exchange.

The summit was held in The Hague, The Netherlands; where the local knowledge of the dedicated project team offered the right insights and expertise to make the most of the event. As a result, the project team managed to save 30% of the event budget on AV due to their key negotiation skills. The OYW team was supported throughout the event planning and delivery process, from the first site visit to the execution of the show. And with the added bonus of the project team being well acquainted with the World Forum due to previous experience.

At the very first meeting, the client said: *'Please be prepared for a musical without rehearsals'*. Thus, the project team rolled their sleeves further up. Operational excellence and an eye for detail brought the brand experience of the OYW summit one step forward: a better exhibition area was built, consistent branding was implemented into every detail (i.e. banners, posters, flags, mainstage backdrop and badges) and a unique side stage experience was designed on behalf of Shell.

The 1,800 delegates coming from more than 190 countries enjoyed a smooth on-site registration process via self-scan kiosks. Enthused and motivated, they kicked off the 4-day experience with the main stage programme. After that, the delegates set off to explore the large exhibition area, visit side stages and events and attend various workshops. In close collaboration with an established network of suppliers, the show, AV effects and show calling were thoroughly supervised and coordinated. With the remarkable support of over 240 thoroughly trained volunteers, the event was seamless in execution.

## RESULTS



**1,800+**  
DELEGATES



**14**  
EXHIBITORS



**240+**  
VOLUNTEERS

[Contact us](#)

## PROJECT

Full Congress Management

## TARGET AUDIENCE

Young talent from global and national companies, NGOs, Governments, Universities and other forward-thinking organisations

## LOCATION

The Hague, The Netherlands

## SERVICES

Registration Management, Volunteer Management, Exhibition Management, Show Coordination, Logistics, Creative Event Branding