

Leveraging Networking and Learning Opportunities for 20K Online Conference Participants

The International AIDS Virtual Conference 2020

Client

The International AIDS Society (IAS)

Target Audience

Online Conference Participants

Services

- Event Design
- Production Strategy and Management
- AV Consulting
- 24-Hour Help Desk

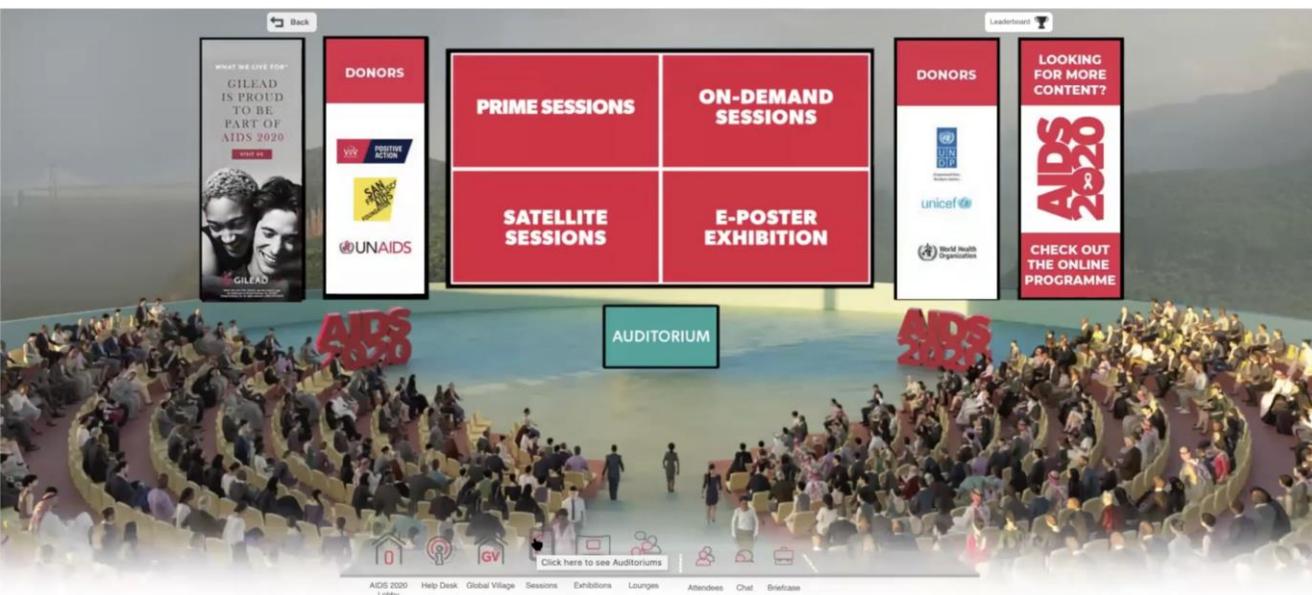
MCI Expertise

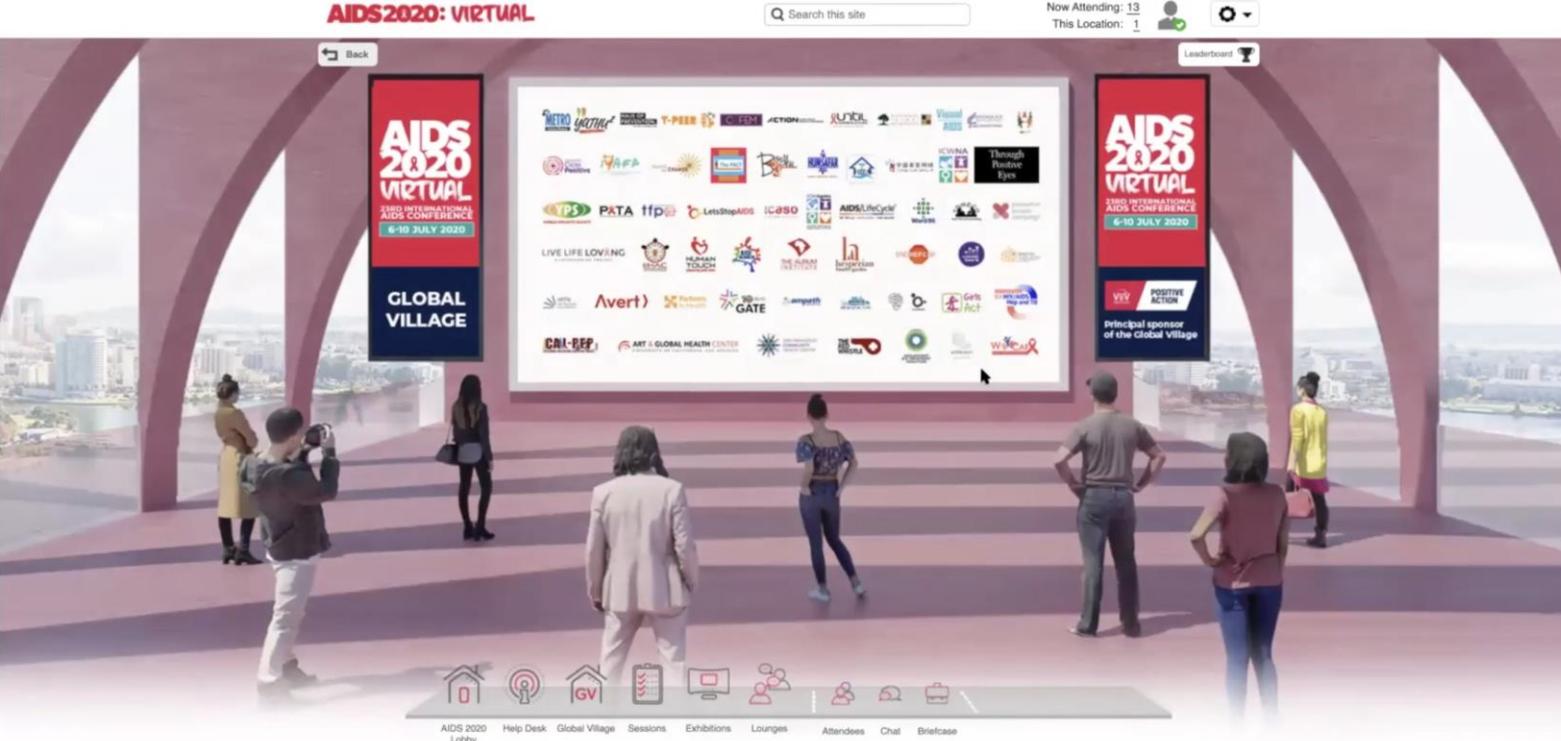


Conference & Community Development



Digital & Virtual

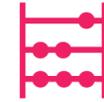




Results



20000+
Attendees



139
Workshops, symposia
and abstract sessions



600
Webinars



10
Pre-Conference
Events



12
Prime Sessions



70+
Satellite Sessions

[Contact us](#) to design your next **Virtual or Hybrid Conference**

Challenge

The International AIDS Conference is a biannual scientific and medical gathering dedicated to advancements in HIV/AIDS treatment and research. Traditionally held as a physical event, the AIDS 2020 conference was transformed into virtual due to the worldwide outbreak and continued spread of COVID-19.

The International AIDS Society (IAS) retained MCI USA to pivot the event online and design, build, and run the whole show. MCI's goal was to create an online experience that captured the unique energy of the International AIDS Conference, which mixes medicine and advocacy.

Solution

The team considered more than 130 digital platforms and found the most experiential one — offering no limits on attendee participation as well as robust sponsorship and branding opportunities. MCI was also able to integrate IAS's learning-management system into the platform. This way, all the requirements for being an accredited provider of digital education were ported over to the virtual conference.

The agenda included live and pre-recorded sessions and presentations by leading scientists, health workers, policy specialists, community leaders, A-list celebrities, activists, government officials, and even members of the British royal family. The information was presented within a visually stunning virtual environment fully customised for the client. In addition to a plethora of virtual sessions and community networking opportunities, the event featured a Global Village and Youth Programme that enabled participation by online audiences around the world.

When the conference launched, in addition to producing and managing the show, MCI provided round-the-clock tech support for speakers and exhibitors and staffed a 24-hour help desk to answer attendee questions.