GIVING YOUNG DELEGATES THE LARGEST DEDICATED YOUTH SPACE TO NETWORK
AIDS 2018 Global Village - The International AIDS Society

CHALLENGE
The AIDS 2018 Global Village featured the largest dedicated youth space of any International AIDS Conference – providing an opportunity for many young audiences from all over the world to network and showcase their achievements.

Young participants covered more than one-third of the total 16,000 registrations for the conference, and their work garnered attention in every conference track. The Global Village covered more than 8,000 square meters and was open to the general public and conference delegates.

SOLUTION
The Youth Programme included an array of activities designed for and by young people, including cultural and educational performances, presentations, workshops and panel discussions. Local advice was provided using well-established connections with the RAI Convention Centre, as well as task specific training for volunteers and hosts.

From show-calling and AV, to exhibition build-up and break-down, the logistical expertise brought by the organising team aided the overall onsite success.

RESULTS
16,000 Registrations for full conference
37 Live Performances
39 Film Screenings
32 Networking Zone Booths

Find out more: https://www.mci-group.com/nl-nl/contact