

FIP in Abu Dhabi



CHALLENGE

For the International Pharmaceutical Federation (FIP), they were looking for a venue to host their section dinners in one night with various capacities from 30-250 persons! The audience were seasoned delegates and members at this 79th edition of the FIP World Congress. FIP, sought MCI's destination expertise to curate an experience that would be exciting, memorable and at a venue they have never done before.

THE EXPERIENCE

Anchored on, "never done this before", the client selected Yas Marina Circuit, as the venue for this exciting evening for over 500 delegates! The choice of venue was critical, as the FIP President would like to personally visit each section and give a short speech to all their members. It would have been a major logistical challenge if the dinner venues were scattered all over Abu Dhabi.

At the circuit, each venue had a distinct look and feel so no two venues were alike, even the menu was also customized.

To complete the experience, the local host committee arranged fireworks display that could be seen from all the locations.

RESULTS



5
LOCATIONS IN
ONE VENUE



520
ATTENDEES

PROJECT

Destination Management

TARGET AUDIENCE

Pharmacists & Medical Professionals

LOCATION

Yas Marina Circuit, Abu Dhabi

SERVICES

Event Management