NURTURING NEW CONNECTIONS WITH DIGITAL

World Hepatitis Summit – World Health Organisation (WHO), Scottish Government and the World Hepatitis Alliance (WHA)

CHALLENGE

The global, invitation-only, 3-day Summit unites a wide audience to:
• raise awareness about viral hepatitis
• increase the number of countries developing practicable viral hepatitis action plans by sharing the latest public health research from WHO
• encourage further research into hepatitis.

MCI UK were brought in to introduce new logistical elements to maximise networking opportunities.

SOLUTIONS

To strengthen the Summit, MCI UK introduced a large exhibition area to facilitate meaningful networking between exhibitors and attendees. An optimised, WHS branded, mobile application was developed so that attendees could access sessions and speaker information, and plan their agenda. It also encouraged 7,000 interactions between attendees through an in-built chat feature. MCI UK maximised its industry connections and called on MCI São Paulo to break down any language barriers and assist with local transport knowledge.

RESULTS

PROJECT
Congress management

TARGET AUDIENCE
Civil society groups, WHO & its Member States, patient organisations, policy-makers, public health scientists & funders

LOCATION
World Trade Center in São Paulo, Brazil.

SERVICES
Digital, technology, sponsorship.

900 ATTENDEES
101 WORKSHOP GROUPS
220 MORE ATTENDEES COMPARED TO 2015

32.5K APP SESSIONS
2ND WHS MANAGED

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