

PARTNERSHIP APPROACH GROWS DELEGATE ATTENDANCE BY 53%

World Veterinary Poultry Association Congress (WVPA) – British
Veterinary Poultry Association (BVPA)



PROJECT

Congress management

LOCATION

Edinburgh International Conference Centre,
UK

TARGET AUDIENCE

Poultry veterinary experts and
other avian health professionals

SERVICES

Exhibition and sponsorship, website, app and
abstract system



CHALLENGE

Held every two years in a new location, British Veterinary Poultry Association (BVPA) appointed MCI UK as professional congress organiser to deliver the World Veterinary Poultry Association (WVPA) Congress. BVPA was looking for a collaborative approach to help them maximise participation, deliver a successful congress in Edinburgh and a highly memorable experience.

SOLUTIONS

Leveraging its global partnership agreements with hotels across the City and the expertise of its housing, abstract management and online registration hub accessed through a dedicated Congress website, MCI UK fully engaged potential and regular attendees to encourage participation. With the support of Convention Edinburgh, the EICC and MCI UK, the Local Organising Committee was able to focus on developing the Congress Programme, a combination of invited international speakers and abstract submissions. This team approach increased delegate registration by over 50% and resulted in a truly memorable WVPA 2017.

RESULTS



2181
DELEGATE
ATTENDANCE



178
SPEAKERS



330
POSTERS



+53%
INCREASE
COMPARED TO
2016



239K
IMPRESSIONS
WITH #WVPA2017

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