



Strengthen relationships with key exhibitors

MCI's specialist brand FairControl helps a national dermatology society to measure the satisfaction of exhibitors at its biannual conference. Combining a comprehensive onsite survey with pre-event telephone interviews, FairControl is able to obtain comprehensive quantitative and qualitative results. The society then uses insights provided by FairControl to optimise its congress organisation, strengthen relationships with exhibitors and enhance the probability of their participation in future congresses.

Enhancing Exhibitor Satisfaction to Optimise Future Congresses

The Challenge

Medical congresses are a very effective platform, not only for the scientific community to share new research, but also for the healthcare industry to present new products and solutions to high-level target groups. As industry partners make a significant contribution to the success of a congress, it is important for congress organisers to really understand their challenges and needs.

A national scientific professional society working towards the advancement of scientific and clinical dermatology partners with MCI to deliver its biannual medical congress.

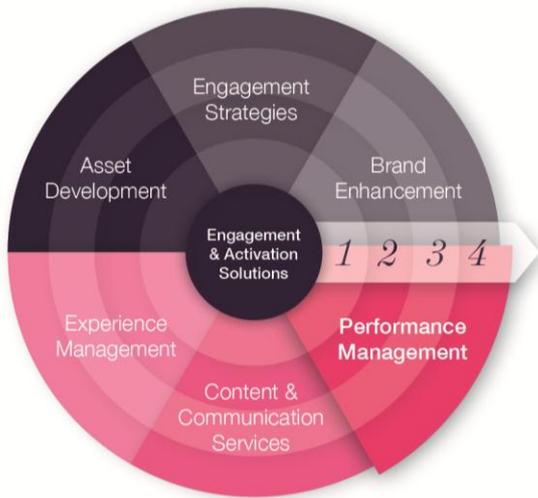
Both the association and MCI are interested in measuring the congress' organisational performance in order to meet two key targets:

- Short-term: optimise and fine-tune congress organisation.
- Long-term: strengthen the association's relationship with exhibitors and enhance the probability of their participation in future congresses.

MCI's specialist brand FairControl, a leading provider of performance improvement and ROI measurement solutions, was engaged to help acquire valid feedback from exhibitors.

The society's objectives for FairControl were clear:

- Deliver a valid measurement solution to acquire comprehensive exhibitor feedback.
- Gain a clear understanding of the specific needs, problems and requirements of exhibitors.
- Provide clear insights to help optimise congress organisation and increase the benefit for the society and exhibitors.



- 1 Provide Insights
- 2 Design Strategies
- 3 Conceive Creative Concept
- 4 Deliver Operational Excellence

Solutions

Through a professional face-to-face survey of exhibitors during the congress, conducted by FairControl as a neutral partner, feedback on key organisational aspects is gathered from a high number of exhibitors.

A qualitative pre-survey serves as the basis to prepare the study content: expert interviews conducted with exhibitors prior to the conference ensure the identification of all influencing factors with considerable impact on the conference success. Face-to-face and telephone interviews with exhibitors before and during the congress guarantee the measurement of all relevant organisational aspects which contribute to the exhibitor experience of the conference, including: service and support prior to and during the conference; registration process; communication process and quality of conference centre. Based on the collected data, the exhibitors' satisfaction with various aspects of the conference is then analysed.

Lasting Results

Organisational strengths and weaknesses are identified, which provide actionable insights into the drivers of exhibitor satisfaction. Recommendations are provided by FairControl where there is a clear potential for optimisation.

After thorough discussion of the results with FairControl's performance measurement experts, the society and MCI leverage these insights to continually enhance future congresses, strengthen relationships with exhibitors and enhance the probability of their participation in future congresses.

To find out how MCI can design a performance management solution that delivers results for you, please contact solutions@mci.group.com.

About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings, events, association and congress industries.

Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps organisations to enhance performance, grow globally, energise communities and drive business results.

An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 57 cities and 30 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

Find out more at www.mci-group.com

For more information on this project, please contact: info@faircontrol.de

Ensuring your return on investment