



Creating Innovative Conference Design to Engage Delegates

During the 20th International Conference on Composite Materials the aim was to bridge academia and industry to ensure that products developed in the academic world are applicable in the industry. To support this goal, MCI had taken a number of innovative approaches to conference design including creating a silent session where 200+ speakers presented simultaneously from five stages in the same room where delegates listened in from a head set, which transmitted the sound on five different channels.

Engaging Attendees in Innovative Ways

The Challenge

The objective of the International Committee of Composite Materials was to foster **interaction between academia and industry** by creating the **largest and most innovative ICCM conference** to date.

To reach its goal, ICCM partnered with MCI, which as an advisor and organiser innovated traditional conference design and ensured that ICCM reached its objectives of:

- **Bridging academia and industry needs**
- Creating the **largest ICCM conference** to date measured by **number of abstracts** submitted
- **Growth** over previous years in terms of **number of attendees**
- Creating a **memorable and innovative** conference

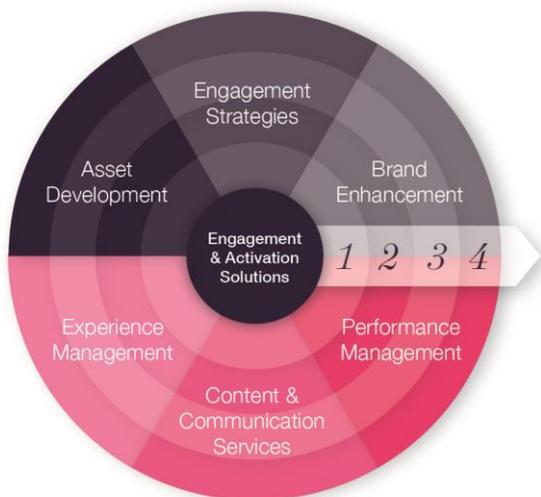
Solutions

To facilitate discussions and establishing connections between academia and industry, MCI had taken a number of innovative approaches to conference design.

One was to create accessibility to the extensive academic program of 2000 abstracts submitted. MCI designed a **silent session** allowing more than 200 speakers **presenting simultaneously** from **five stages** in the **same room** where delegates **listened in from headsets**, which transmitted the sound on five different channels. The crucial thing in the setup was not the technology itself, but the coordination between the project manager, technicians and speakers as everything operated simultaneously. It is therefore alpha and omega to have an experienced producer to communicate with all the scenes during the session, and at the same time oversee the technicians.

Another element was working creatively with the décor and setup of space to create smaller comfort zones. “**The Playground**” was created as a separate culture inside the conference, and integrated an **exhibition** area, a **lounge- and networking area**, and an **open stage** on which workshops and panel sessions around the topic

Being customer-centric & personally engaged



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

“Industry Needs” were held. The space enabled delegates to engage during breaks in personal programs, allow delegates to drop-in and out of sessions, and encourage discussions.

A mobile app from the MCI preferred partner Double Dutch was also introduced. The critical factor was selecting an app with the capability to handle the complex and large academic program and at the same time remain an excellent networking tool.

As LEGO is a world renowned Danish brand, each delegate received during the lunch breaks a LEGO brick which they were encouraged to use and together build the ICCM logo in large scale. This exercise emphasised the local characteristics of the destination (Denmark) and allowed delegates to engage with each other in an informal manner. The newsfeed in the app was also widely used amongst participants to share pictures of the LEGO creation, commenting and encouraging supporting the LEGO construction.

Lasting Results

During the one-week conference ICCM was able to facilitate discussions between academia and the industry when more than **1800 researchers and industry experts** representing **55 countries** gathered for the 20th ICCM conference, making ICCM20 the largest conference to date in this series.

The conference offered the **most extensive program to date**, with 2000 abstracts submitted, keynotes, workshops, panel sessions and 22 parallel technical sessions.

Delegate interaction continues even after the congress when delegates posted photos of their LEGO bricks’ “new home” around the world.

To find out how MCI can deliver a live experience that delivers real 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

“Siemens is investing heavily in recruiting the best engineers worldwide - for this purpose ICCM20 was the ideal forum offering global access to the best of the best in their field.”

Eric Søndergaard
Siemens Wind Energy

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