Exhibition
Taskforce

Workshop – Main priorities

Industry Forum 31/05/2018
Group 1: Communication

• Pre Congress
  Registration process: Ask delegates to indicate what they want to learn prior congress when they register to offer a customised experience
  Communication on Scientific highlights during congress via the mobile app

• During congress:
  Create a powerful search tool within the app to easily find all activities in your field of interest + suggestions of what would be an interest for you. Create also an “Add to calendar” option with a push notification
  Personalised approach: interactive maps, mobile app.
  Industry could receive information on profile of booth visitor (ie beacon use linked to myESC profile)

• Post congress
  We need to work together to offer a virtual experience as complete as congress presence.
  Use a card system delegate uses at each attended session cumulating points and offering a discount on next year congress registration.
Group 2: Delegate experience

• Opening Hours
  TBD

• Exhibition Layout
  1. Navigation: Posters in Large Formats (simple & effective solution) in the exhibition; Colour Code on Maps by sectors (device, diagnostics, pharma)
  2. New Comer Guide – Video, Tour, Welcome Support (kit & drinks!)
  3. Flexibility for hands-on, meeting rooms to be available in the exhibitions – proximity for delegates
  4. Information desks should be a recommendation on Exhibition Stands
  5. Facilitate appointments & calendar management (Personalised Programme via the App: voice activation for easier delegate use & planning of their calendar (integrated)
  6. Visibility on Key Booth Activities Listed on App, Interactive Map Onsite & Website
  7. Eblast on industry exhibition activities (pre-congress)
  8. Non-smelly food (healthy snacks) in the exhibition (keep seating & plug sockets)
  9. Video that speaks of Industry Involvement – virtual walk-through - more visible hostesses for easy information
Group 3: Navigation

• Interactive maps on touch screens (locating where I am)
• People easily identifiable
• Printed maps (recycled bin preferred) with one side Exhibition / other side whole congress center. (grid ABC... 123...)
• Mobile App maps with geolocalisation and travel time + Kind of Google street view system

(To be integrated in all digital products: Navigate exhibitors through stand activity/ product categories described on the app)
• Point of reference