

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