Exhibition Taskforce

Outcomes

01/06/2018
Imminent implementation

• Printed maps available in the Exhibition hall
• Navigation: Posters in Large Formats (simple & effective solution) in the exhibition
• Interactive maps on touch screen
• Create a powerful search tool within the app to easily find all activities in your field of interest + suggestions. Create also an “Add to calendar” option with a push notification
• Facilitate appointments & calendar management (Personalised Programme via the App: voice activation for easier delegate use & planning of their calendar (integrated)
• Catering/ Lounge/ Networking
• Video that speaks of Industry Involvement
• Flexibility for hands-on, meeting rooms to be available in the exhibitions – proximity for delegates
• New Comer Guide – Kick-off Meeting
In the pipeline

• 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

• Industry could receive information on profile of booth visitor (ie beacon use linked to myESC profile)

• Information desks should be a recommendation on Exhibition Stands. “Ask me” hostess easily identifiable in the exhibition area

• Mobile App maps with geolocalisation and travel time + Kind of Google street view system - Virtual walkthrough
Needs further discussion

• We need to work together to offer a virtual experience as complete as congress presence

• Color Code on Maps by sectors (device, diagnostics, pharma)