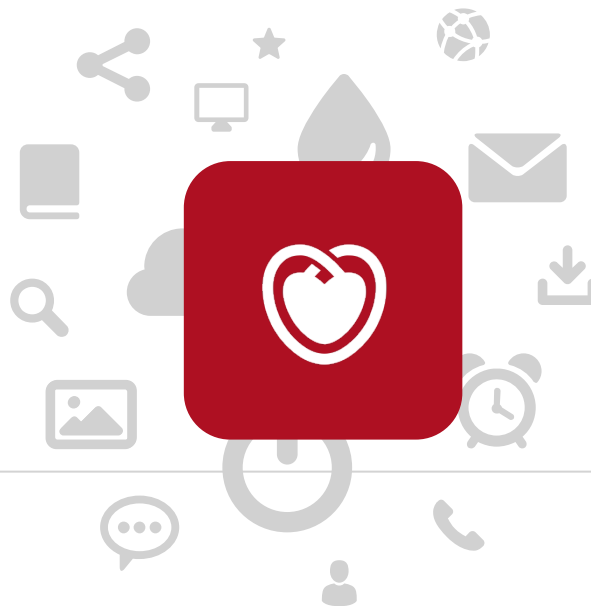


# Exhibition Taskforce

## 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 walk-through

# 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)