



Key Congress Facts

4 Day Conference 2000 + Delegates 65 + Countries Represented Pre Conference Educational Courses Welcome & Opening Plenary
 9 Master classes 2 Industry Symposia 10 Symposia 2 Poster Sessions 3 Clinical Practice Sessions 24 Free Communication Presentations



The Project

In Conference have been the permanent Professional Conference Organiser (PCO) since the 3rd EuroPD meeting held in Edinburgh in 1998. In the first year we were appointed we increased delegate numbers by 80%, the meeting attracts in excess of 2000 delegates from over 65 countries.

The Goal

We are always considering ways to continually improve the meeting constantly striving to make each year the best in the series. Prior to the 2011 meeting we looked at ways that we could raise the profile of the meeting from previous years and make it really stand out from the competition.

This was achieved by producing pre meeting videos that were then carried on the conference website. This worked to great effect, we had a series of 8 interviews from conference keynote speakers which were broadcasted in the run up to the conference. We also featured highlights of the content in an electronic newsletter that was sent to delegates. The number of hits to the website soared after each broadcast announcement.

The Success

We find that by embracing new media technology throughout both the planning process and during the meeting itself creates a real buzz. In addition to this utilising Social Networking through websites such as Facebook, Twitter and LinkedIn to regularly communicate conferences news, is a great way to engage with potential delegates meeting especially the younger rising stars in the medical field..

Industry Support

A key element in the success of this meeting is our partnership with the sponsor and exhibitors. We believe that the focus should not just be on the financial importance of commercial partners, but also how the conference can help meet their marketing objectives. This approach has meant we have built strong relationships with the supporting companies many who have returned to the meeting year on year, in turn both the conference and its supporters achieve their goal. We accomplish this by engaging the stakeholders in the whole marketing process we provide them with all of our publicity materials such as Posters, PowerPoint slides, pdf files etc, we feel it is both of our interest to ensure maximum publicity is achieved. All conferences need the financial support from industry and there are huge benefits to involving the companies as 'partners' rather than thinking of them as just an 'income stream'.

Why In Conference?

"Utterly professional and to the highest standard, the extra mile is the mantra. I have worked with several PCO's over the past 20 years and In Conference are the very best. They always have a flexible approach which both manages realistic expectation and results in clients feeling individually catered for and involved."

Professor Nick Topley
 President of EuroPD

For further information:

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In Conference Areas of Responsibility:

- Project Management
- Financial Management
- Congress Marketing including Social Media
- Exhibition & Sponsorship
- Registration & Accommodation Management
- Scientific & Social Programme Management

