

Case Study



Delegate Numbers: 865

Speakers: 108

Poster Presentations: 443

Bursaries Offered: 20

Number of Exhibitors: 37

Key Congress Facts



Why In Conference?

"In Conference were amazing! One of the reasons we selected In Conference at the bidding process was because we felt they had the best grasp of the expectations and style of the academic and industry delegates who would be attending the meeting. Gayle and Lotte - are both super professional and "get it". Gayle was very patient, supportive and professional in dealing with busy scientists who are organising these types of events for the first time. One of the most important things to me was that they developed a very close relationship with the sponsors. I received really great feedback from the sponsors about working with In Conference. I have no doubt that I will hire In Conference again for future meetings."

Dr Liz Patton, Edinburgh Cancer Research UK Centre

The Project

The 7th European Zebrafish Meeting was held at the Edinburgh International Conference Centre (EICC) 5th–9th July 2011.

The Congress was attended by over 860 delegates highlighting the best science in Zebrafish research from around the world.

The Goal

The ethos of the meeting was to bring together the most senior scientists with the rising stars of the future in Zebrafish research. With only two invited keynote speakers, the majority of the scientific programme had to be devised from submitted abstracts for oral or poster presentation. In order for the meeting to achieve its objective a truly international and robust international marketing campaign had to be put in place to attract the very best science from all over the globe. In addition to this an ambitious fundraising target had to be set to ensure registration costs would be offered at an affordable level to all delegates including the younger generation of scientists.

The Success

The meeting was the largest European meeting to date. Exhibition space was sold out 5 months prior to the start of the conference and the original fundraising target was smashed by over £35K. This meant that for the first time ever 20 bursaries were offered to young scientists, furthermore additional networking activities were added to the programme to allow the younger generation of scientists engage with the world leading experts attending.

Social Programme

One of the Social Programme highlights was a private reception held at the world famous Edinburgh Castle. Guests were welcomed to the Castle by a Scottish piper at the drawbridge, guests then had exclusive access to the Castle's highlights including Crown Square, The Great Hall, The Royal Apartments, Castle Vaults and the Scottish Crown Jewels. Drinks and Canapés were served throughout the castle, the evening was brought to a close with the Beating of the Retreat preformed by the City of Edinburgh Pipe band.

We really received a great support from all the In Conference Staff during the Edinburgh Zebrafish Meeting. A real asset! Everything went smooth, from the pre-organization phases to booth dismantling. Thanks a lot! I'm looking forward to working with you again soon.

Marco Brocca, Tecniplast Aquatic Solutions Platinum Sponsor. Market Manager.

In Conference Areas of Responsibility:

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

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