Your International Partner for Congresses, Events and Communication
WHO IS THE CLIENT

The Italian Academy of Prosthetic Dentistry (AIOP) aims to promote oral and dental health, with special regard to the preservation of function and prosthetic restoration, where necessary, and of functions and aesthetics of the stomatognathic apparatus.

- ca. 1200 members (dentists and dental technicians)
- 2 main congresses per year
- 1 annual course
The XII MEDITERRANEAN MEETING was supposed to be held in Riccione on 27-28 March 2020.

- 1.5 day
- 1 plenary room
- Up to 5 parallel rooms
- 9 sessions
- 28 speakers
RETHINKING THE FORMAT
SPONSORING EVENTS DURING THE COVID CRISIS
A survey by AIM Group International*

58% Would sponsor in-presentation events in September/December 2020

78% Would sponsor fully virtual events

72% Interested in hybrid solutions

How much you should invest in virtual events?

* Survey data are based on 350 respondents (pharmaceutical and biomedical companies)
How a virtual event should be like?

- Interactive
- Flexible
- 3D
- Able to track data

“We must be ready to embrace the change”

“At present virtual events are the most ethical choice, until the health crisis will be over”

Desire content on demand

Interested in distance learning

99%

72%
THE CONGRESS - ON AIR

The new dates: 30 April - 2 May 2020 (*lockdown in Italy*)

3 days (16 hours)  
26 speakers  
7 sessions  
2 post-congress webinars
CHALLENGES

- 2-WEEK PREPARATION
- 26 SPEAKERS TRAINED IN 1 WEEK (3 from CH and BE)
- NEW SPONSOR PROSPECTUS
- NEW GRAPHIC DESIGN
- NEW REGISTRATION PAGE AND FEES
- NEW COMMUNICATION PLAN (website, social media, DEM)
- REMOTE SIMULTANEOUS TRANSLATION
## Facts and Figures

### Participants & Programme

- **1836 Registrations** +130% (against an avg. of 800 pax)
- **53% Delegates Online from 75% to 100% of the event**
- **8.5 hrs Avg. Connection Length**
- **320 Questions Received**
- **20 Contents Available on Demand (for 1 year)**

### Social Media - from 1st April

- **12.300** likes (from 10.749) +13%
- **1.129** daily interactions
- **16.906** average daily coverage
- **112.000** views of a specific session (for a total of 2.300 hrs)
- **2.560** followers (from 2.291) +10.5%

### Website

- **55.290** pages viewed
- **45.141** unique visitors
FACTS AND FIGURES

SPONSORS

• 11 SPONSORS
• 5 MEDIA PARTNERS
• 1243 ACCESSSES TO SPONSOR AREA
• 797 ACCESSSES TO SPONSORED SYMPOSIUM (1)
• 84 SPONSORED MATERIAL AVAILABLE (pdf, ppt, videos)

OPERATIONAL STAFF

• 160 DELEGATES REGISTERED AT THE MEET-THE-SPONSOR TOOL
• 57 DELEGATE’S APPOINTMENTS CONFIRMED WITH SPONSORS (8 slots, 2 sponsors, 1 day)
• 4 AIM STAFF
  connected from 2 different cities
• 16 AV TECHNICIANS
  connected from 5 different cities
CUSTOMER SATISFACTION

DID YOU LIKE THE CONGRESS IN THIS VIRTUAL FORMAT?

NO 3,4%

YES 96,7%
CUSTOMER SATISFACTION

WILL YOU TAKE PART IN ANOTHER VIRTUAL CONGRESS?

- YES: 94.5%
- NO: 5.5%
THANK YOU FOR YOUR ATTENTION