

## *Reach new audiences with valuable content*

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One key challenge and opportunity in recent years has been how to keep up with the changing definition of the delegate in the digital age. Today's conferences are no longer about who attends, but who engages, and delegates increasingly expect remote features and online data repositories to enhance their experience and help them engage with key content before, during and after the event.

MCI has been delivering successful solutions and strategic services for the **European Society for Clinical Nutrition & Metabolism (ESPEN)** and its congresses since 1999.

To ensure that **ESPEN's** congress kept ahead of the game, MCI proposed an innovative Global Content Dissemination service to capture and distribute congress content to wider audiences.

The objectives were clear: enable the rapid diffusion of knowledge and widen the reach of **ESPEN's** scientific content, improve delegate engagement and make content available to those unable to attend, but who wish to access key content, and at the same occasion generate additional revenues for **ESPEN**.

As a result, 83% of congress delegates chose to purchase the full access registration including online content access and the new service generated a profit of €83,600 (*US\$ 104,500*) for the organisation. The online content capture allowed for greater interactivity with delegates and is recognised by **ESPEN** as a priceless asset to keep the life cycle of its congress going, stimulating further engagement, strengthening its position of trust in the sector and helping it to reach wider audiences.

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