

# RAISING CONGRESS REVENUES WITH OUT-OF-THE-BOX THINKING

## OVERVIEW

The contract of the Brazilian Spine Society (SBC) with MCI Brazil for the organisation of the XVI Congress of the Column of the Brazilian Society, was signed just before the beginning of 2015, the year when a major crisis shook the Brazilian economy.

- ❖ It was stated in the agreement that MCI would be financially compensated for the offered services if they help to exceed the profit of 1 Million Reais (R\$) for SBC. A hard challenge as a result of the economic situation, where companies, by insecurity, retracted their usual event investment.
- ❖ The largest partners invested about 50% to 80% less than their last year's contribution while some of them were not even able to attend.

A contract clause designed to bring MCI quite a substantial financial return before the crisis, became the biggest nightmare for that time for both the MCI team and the association's board.

## OPPORTUNITY

To **raise** net profits by attracting new international sponsors / exhibitors and **boost** registrations with first-time attendees and international specialists.

## SOLUTION

MCI Brazil proposed and implemented a series of new tactics to secure registration income as a source of revenue and support the congress in achieving optimum financial results. Additionally, the solution weaved new registration levels into the congress, as well as managed to attract new sponsors using international partners' channels and websites to promote the congress and finally, paid close attention to reducing overall costs.

MCI utilised its expertise in **Congress Management, Digital, Registration, Financial Management** and **Sponsorship & Exhibition**.

## RESULTS



**921**  
SPECIALISTS



**30%**  
FIRST TIME SPONSORS



**USD 300K**  
NET PROFIT

The solution **brought together** sponsors, exhibitors and participants from other countries & facilitated the **closing of registration packages with attractive discounts** to partner companies.