

365° STRATEGY RAISES SPONEX REVENUES BY 217%

European-based Healthcare organisation



PROJECT

Sponsorship Development & Exhibition Sales

LOCATION

Global

TARGET AUDIENCE

Healthcare Industry Stakeholders

SERVICES

Strategy, Sales, Sponsorship Development & Exhibition Sales



CHALLENGE

A European-based Healthcare organisation was experiencing a decline in the interest from the industry, as well as a decline in sponsorship and exhibition (SponEx) revenues and attendance revenues at its annual conference.

SOLUTIONS

To support the organisation regain its trust and support from industry stakeholders, MCI Benelux implemented a 365° strategy. With this approach, sponsors could select, 24/7 and from any location they may be, the sponsorship options that best suit their budget and business focus. On a dedicated and fully branded microsite, sponsors were able to review various opportunities that were still available, the different levels, as well as the confirmed sponsor companies, which created an urge to book. With this strategy every sponsor was able to design their personalised package and access real-time analytics.

RESULTS



217%+

INCREASE IN SPONEX REVENUES



14

NEW SPONSORS



100K

PARTNERSHIP VALUE

Find out more: associations@mci-group.com