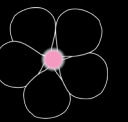
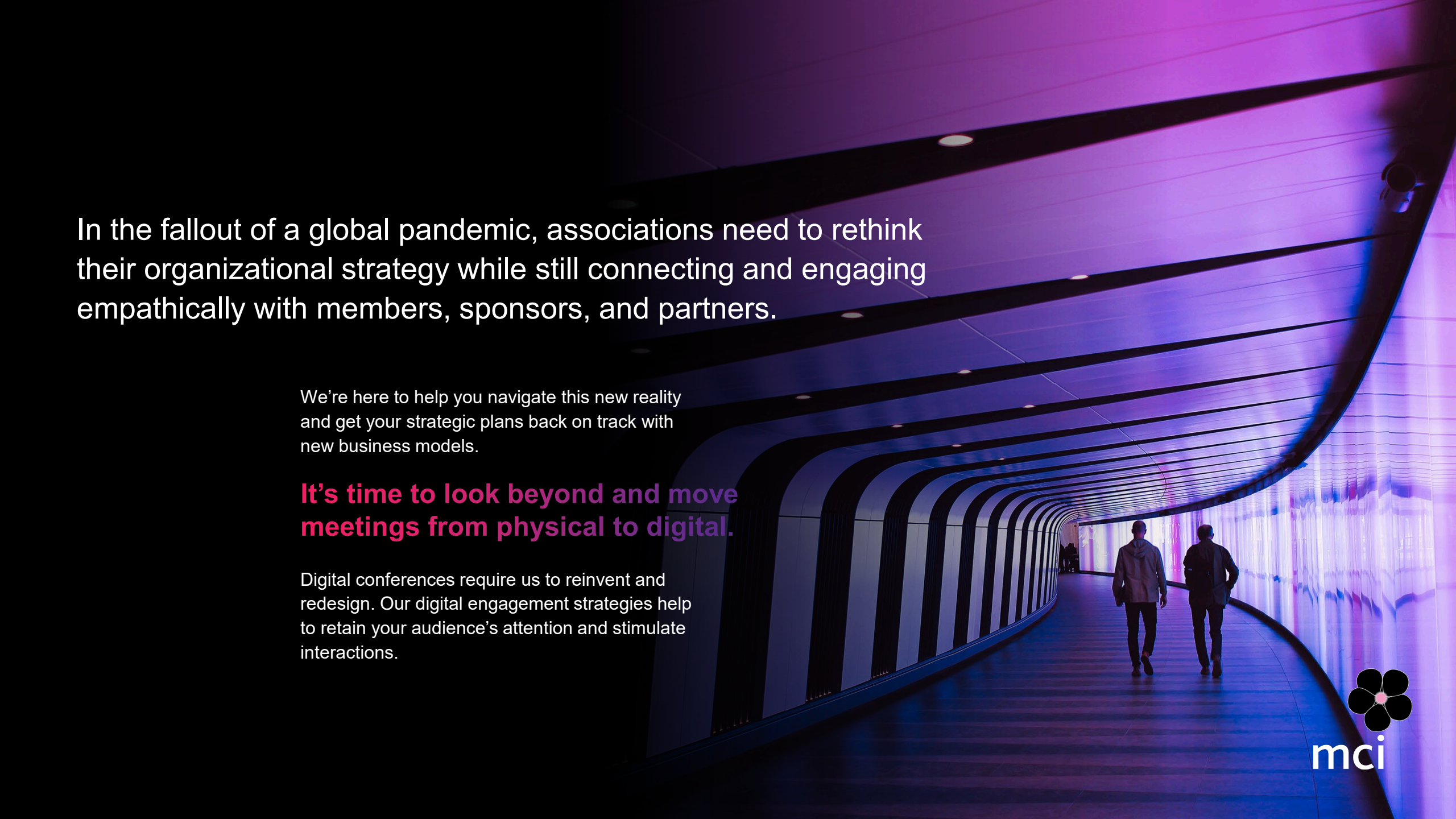


Digital Engagement Expertise

to transform your
face-to-face meeting



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In the fallout of a global pandemic, associations need to rethink their organizational strategy while still connecting and engaging empathically with members, sponsors, and partners.

We're here to help you navigate this new reality and get your strategic plans back on track with new business models.

It's time to look beyond and move meetings from physical to digital.

Digital conferences require us to reinvent and redesign. Our digital engagement strategies help to retain your audience's attention and stimulate interactions.



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How? design is everything.

We design digital meetings tailored to your audience. Blended solutions that are short and sharp, interactive and digestible, not to mention memorable.

Meetings that are dynamically designed to engage all learner types.

Our designers take care of the planning, instructional design and online learning experience so that your audience can take part in an immersive, meaningful event.



We build a **blend of learning experiences**

- Fully digital
- Broadcasted over single or multiple time spans
- Topic-driven and accredited
- Virtual participants
- Virtual sponsors
- Designed learning sessions: interactive exercises, short and sharp presentations, digestible format



Harness the power
of participation with

Digital engagement

As a trusted digital engagement advisor, we offer tailored and scalable virtual event solutions that help your organization stay relevant and engaged with your audiences.

Fast-tracking to digital transformation will re-energize your organization. Let us help you achieve higher satisfaction, revenue and engagement levels among members and the entire community with our responsive and dedicated digital expertise.



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Create a **digital meeting**

Engage your attendees
with new learning experiences

- #1** Initial consultation to understand your unique priorities and digital requirements.
- #2** Propose different digital solutions tailored to your association.
- #3** Decide on virtual meeting package solution.
- #4** Create robust digital strategy.
- #5** Develop optimum digital design for your virtual meeting.
- #6** Convert program into a broadcast of content.
- #7** Pre-record content, and organize speaker training for live broadcasting.
- #8** MCI virtual event managers, production assistants, and technical support experts virtually brand the platform and manage logistics for smooth implementation.
- #9** Broadcast your digital meeting: efficiently communicate and engage with your attendees while offering a fantastic online experience through effective meeting design.
- #10** Extend the legacy of your virtual meeting and its content lifecycle with recorded presentations, keynotes and workshops, all of which encourage valuable conversations to continue with on-demand content.



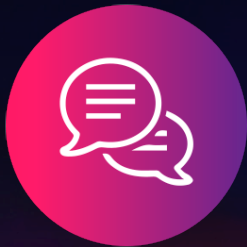
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Here are just some of the many benefits you can expect when your association goes digital:



Protect revenues, save time & facilitate planning

Retain sponsorship revenues for your association by providing enhanced digital opportunities that deliver ROI for key sponsors to onsite attendance. Our digital experts can scale and adapt a bespoke digital solution quickly.



Retain sponsorship Income

Create new digital sponsorship opportunities, whereby sponsors can have sustained engagement with your target audiences.



Broaden the reach of your message

Grow your audience from 1,000 to 10,000 online viewers and reach people that would not have been able to attend your meeting in person. Allow people to network and knowledge share in dedicated digital forums with online session hosts.



Extend the life cycle of your message

Make your content a valuable and ongoing resource; available on-demand for an enduring legacy. Keynotes and sponsored sessions can be fully customised for a dynamic and engaging online experience.



Capture valuable audience insights and conversations

Gain data-driven insights through online conversations, topics of interest, sessions attended, and content accessed.

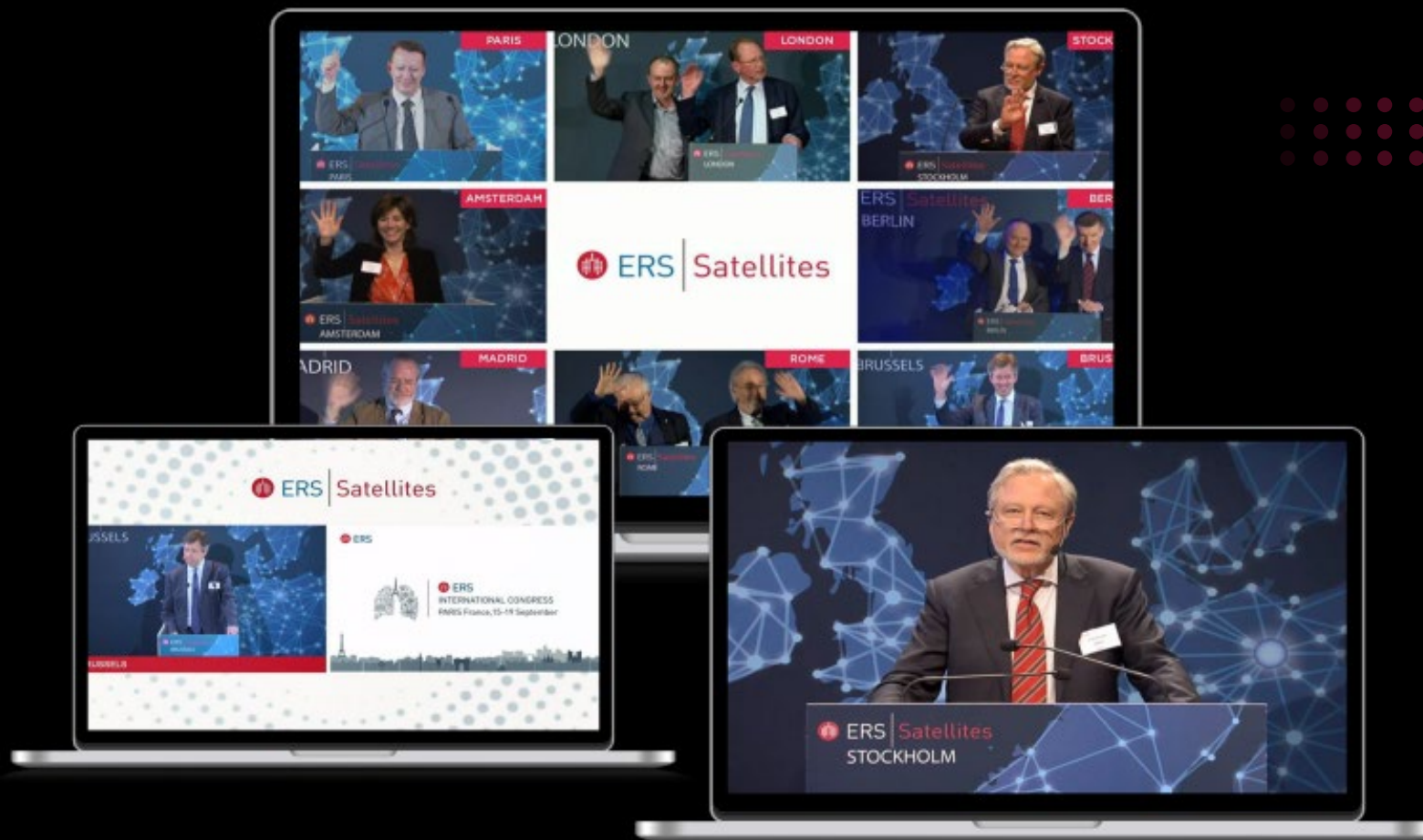


Convert your online audience to in-person attendee

Demonstrate the value of your meeting to your online audience and encourage physical attendance next time. Your data-driven insights will inform the program and create session topics that will resonate with your audiences.



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Our designers are experienced in creating meetings live or online, ensuring everything at your physical meeting translates through to digital.

Rather than a quick-fix digital tool, your association will benefit from a digital strategy tailored and scalable for your association during this pressing time.

Association:
European Respiratory Society

Number in secretariat:
80

Number of members:
35,000

Website address:
www.ersnet.org

“The true challenge of launching a digital meeting is not the technology, but a reinvention of your content delivery to work in a virtual space.

MCI's attention to your event's goals and objectives ensures that the meeting is not only executed well, but engages all of its stakeholders, from attendees and speakers to sponsors and exhibitors, throughout the entire experience.”

Shawn Pierce, President
Strategic Events, Meetings & Incentives, MCI USA



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Stay engaged with your audience through **Digital transformation**

Get in touch to discuss your digital requirements:



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