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**brähler**

# The importance of the Annual Congress today and in the future

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*Let's  
meet*

# Logistics is not what you should expect!

- What about a 5-years association and/or conference business plan?
- What about the future revenue streams of your Annual Congress?
- What about making the content of your conferences available all year round?
- What about the interactivity of your sessions?
- What about the influence of the delegates to your Congress programme?
- What about all technology changes in general?

All this is not Logistics but needs qualified Consulting from [an Association Expert](#)

# Importance of the Annual Congress today

- Revenue (to finance all Associations activities and liabilities throughout the year)
- Continuous (Medical) Education
- Networking
- Know-how exchange
- Membership retention and growth
- Annual General Assembly of the Association
- Showcase where the Association shows its overall objectives and purpose



# Technology that has become the norm

- Event websites
- Online registration
- Online abstract submission
- Online payments
- E-marketing
- Digital presentations
- Internet / WiFi
- Communication via Social Media
- Mobile communications



# Importance of the Annual Congress in the future



The importance of the Annual Congress today and in the future

# Convention 2020



Attending live meetings and events in 2020

**76% respondents**

listed quality of networking as the single biggest factor

**less than 50% of respondents**

cited price as an influencing factor

**only 1% said they**

would not attend live events in 2020

## External Trends

- Event technology in 2020
- Impact of `always on' connectivity
- Personalisation and customisation of content and `what you see`

# Importance of the Annual Congress in the future

Delegate and Members experience will become customised

## Pre Event

- New registration systems
- Social media
- Mobile communications
- Interactive websites
- Virtual speakers

## During Event

- Live webcasting
- Mobile communications
- Facilitating networking/ Meeting Architecture/  
Sessions aimed at younger Generations
- Facilitating audience response and interaction

## Post Event / during all the year

- Surveying
- Continued Networking
- 365/7/24 Content availability and access
- Pay to view webcasting

# Importance of the Annual Congress in the future



# Importance of the Annual Congress in the future

## Technology will become the main driver for your Members Experience

- Today: starting to use technology



- In the future:  
Technology will be the main driver and enabler for
- Spreading (conference) content
  - Networking
  - Personalisation
  - 24 hour connectivity

# Importance of the Annual Congress in the future

## Revenue for Associations activities throughout the year

- Today: decreasing revenue from industry sponsors



In the future:

New revenue streams with new business models as i.e.

- offering pay to view webcasting and other downloads to onsite and/or online delegates
- New types of general sponsors targeting the delegates

# Importance of the Annual Congress in the future

## Continuous (Medical) Education

- Today: One way communication lectures



- In the future:  
Facilitating state-of-the-art interactive sessions with possibilities for the delegate to
- Influence content in advance
  - Personalise content in advance to have realtime influence on content through 24/7 connectivity

# Importance of the Annual Congress in the future

## Networking

- Today: difficulties between speakers and delegates



- In the future:  
Enabling networking and continuous  
Interaction on all levels before, during  
and after the congress through
- Social Media as
    - Google+ Circles
    - LinkedIn Network Groups
    - Twitter
  - App's
  - Association's own online forum

# Importance of the Annual Congress in the future

## Know-how exchange

- Today: (E-)Poster exhibitions / Abstract book



In the future:  
Facilitating Know-how exchange and interaction between authors of scientific content and onsite/online delegates before, during and after the congress through

- Social media
- Mobile App's
- Association's own online forum
- Chat rooms

# Importance of the Annual Congress in the future

## Membership retention and growth



In the future:

- Membership Card to collect bonus points for reward programme
- Member lounge at conference with free WIFI, coffee, etc
- Members-only sessions
- Discounts or give-aways for members only

# Thank you very much!

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meet*

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