

## Progress and Promise Amsterdam, The Netherlands



### Event objectives:

**Venue 1 - The RAI Congress Centre, Amsterdam.**

To provide congress facility to 1500 delegates.

To equip and manage 2x auditoria, 18 x break out rooms, 1 x exhibition area, 1x exhibit stand.

**Venue 2 - Hilton Amsterdam**

At the Hilton Amsterdam 1 x meeting for 350 attendees, 1x awards dinner 100 attendees.

To provide all logistical and AV support to the congress.

### Areas of responsibility:

Planning and execution of set designs, media design for all areas. Responsibility for simultaneous translation of 4 European languages. Interactive voting and SMS from each handset to all attendees in both auditoria. Voting systems and a basic AV equipment for the 18 breakout rooms. Capturing video from the event in all areas (for archive and post production.) Installation and management of a temporary secure network to house all congress data and to distribute data to all areas of the congress. All AV equipment provision (except where the utilisation of in house equipment is possible.) Provision and management of 2 way radio communications for the event. Providing AV technical staff in all areas of the congress. Production of opening and closing videos for the congress. Technical management of the welcome dinner AV specification. Manage the in house digital signage system. Provision of 20 touch screen kiosks all preinstalled with a custom written slide viewer application.

**Target audiences:**

Doctors (Rheumatologists and Dermatologists) Key opinion leaders from these fields.

**Event strategy:**

By keeping the same project manager from previous events we built upon the existing relationship making the decision making process easier. Extensive computer modelling was undertaken to ensure room plans and set designs were exact. Liaison with the RAI centre was essential as we needed to access systems that may not always have been a traditional exhibition \ conference service. (E.G network infrastructure). Complex and in depth timetabling was used to ensure all goods and people were in the right place at the right time.

**Results and evaluation:**

The event was a success securing the congress for the following 2 years. The captured video footage has been subsequently used in multimedia projects for this client. Our ability to be flexible was highlighted due to the fact that the RAI centre was still in the last phases of construction. This threw up a number of technical challenges all of which were overcome. The scheduling and timetabling techniques used by the project manager were invaluable. These tools will be developed for use on other events.