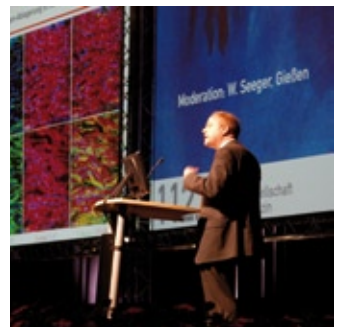
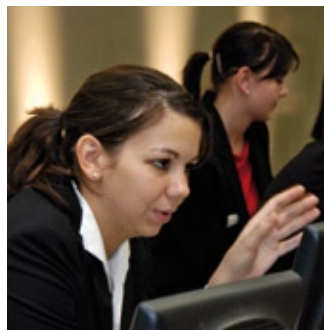


Case Study No. 3 German Society for Internal Medicine



www.mcon-mannheim.de

DGIM Internists' Congress: Tradition and Innovation



REFERENCE
DGIM Internists'
Congress
22nd – 23rd April 2006
8,100 participants

Some 8,000 participants attended over 280 lectures and meetings in a total of 16 rooms during the 112th Internists' Congress in Wiesbaden. 456 posters were displayed on m:con's newly devised poster islands – media take-up for 800 speakers was looked after – 129 exhibitors occupied 3,414 m² of exhibition space – around 700 participants celebrated at a get-together organised by m:con in the Kurhaus – and 1,000 young medical practitioners visited 'CHANCES, the forum for young doctors'. The m:con Team was solely responsible for the first time ever for the complete organisation of this annual Congress of the German Society for Internal Medicine e.V. This event has traditionally taken place for over a century now in the Rhine-Main Halls in Wiesbaden. m:con not only looked after project finance but also all creative, logistical and technical concepts, tasks and client requirements. m:con's central brief was to provide detailed and transparent budget planning in order to assist the economic recovery of the congress while at the same time developing / delivering a future-oriented and younger participant profile together with optimal technical facilities and spatial organisation structures.

In 2006 m:con was granted sole responsibility for the complete organisation of one of the largest and most traditional congresses in Germany: the Congress of the German Society for Internal Medicine (DGIM). This year's goal was to entice younger doctors to attend. This target was clearly reflected in the overall production, staging and delivery of the event.

Realisation

SERVICE PROFILE DGIM Internists'

Congress
22nd – 23rd April 2006

- Budgeting and finance
- Event concept
- Concepts for the opening ceremony and get-together
- Sourcing and acquisition of exhibitors and sponsors
- Room and exhibition planning and layout
- Participant registration and speaker care
- Production and maintenance of homepage and newsletter
- Complete technical equipment, mostly with own material and resources
- Technical and structural stage conception
- Monitoring course of events and developments on the ground
- Analysis of and billing for complete project



FACTS Professional ideas and solutions

8,100 participants
281 meetings and courses
129 exhibitors
27 children in the Kids Club
Get-together for 700 participants

3,414 m² of exhibition space
16 recording rooms
456 posters
520 m of fibre-optics cable
21 video beamers
71 PCs
10,000 conference bags
99 cube-shaped seats
40 olive trees

MANPOWER

Charming and competent
networking specialists

105 staff
Of which:
7 were in the organisation team
14 at the conference reception counter
30 technicians
4 for the exhibition
54 hostesses

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