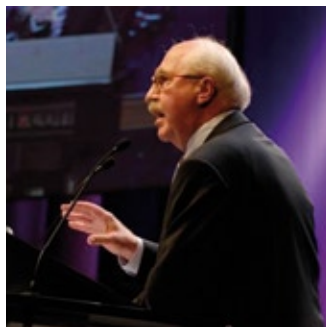


Case Study No. 4 German Cardiac Society (DGK) – Heart and Circulation System Research



www.mcon-mannheim.de

DGK: Cardiology Congress A Heart for Mannheim



REFERENCE
DGK Cardiology Congress
12th – 14th April 2007
7,500 participants

The annual 3-day conference of the Germany Cardiac Society (DGK) has taken place after Easter in Mannheim since 1983. m:con has been responsible for budgeting and overall organisation since 2002. Since then the congress has been growing. In 2007 a total of ca. 7,500 persons participated. 1,650 speakers from 43 nations made presentations in 22 rooms. 1,277 abstracts were submitted in advance and 672 posters were displayed. 150 exhibitors occupied 4,553 m² of exhibition space – the new CC Rosengarten Foyer being used for the first time this year.

m:con looked after all logistics including hotel reservations, traffic directions for exhibitors' trucks, exhibitor sourcing, exhibition planning, event technology, media take-up and central lecture projection into various auditoriums and child-minding facilities.

m:con installed 10 self-service terminals for Cardiac Society members (printing of badges with membership card) and manned a comfortable reception area with 15 friendly staff.

Room control ensued via RFID hand-scanners which simultaneously monitored attendance – which is the basis for awarding CME points. Participants could print confirmations in real time at the self-service terminal along with their conference name-badges.

Some 37 m:con personnel staffed the reception counter and looked after technical equipment while 50 hostesses were available for Guest Service.

In 2002 m:con took over the complete organisation of one of the biggest and most important medical congresses in Germany: the annual conference of the German Cardiac Society – Heart and Circulation System Research (DGK).

SERVICE PROFILE

DGK Cardiology Congress
12th – 14th April 2007

- 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

- 7,500 participants
- 264 meetings and courses
- 150 exhibitors
- 15 children in Kids Club
- 600 participants at get-together in Mannheim Palace
- 4,553 m² exhibition area
- 22 recording rooms
- 672 posters
- 1,650 speakers
- 25 video beamers
- 80 PCs
- 25 mobile RFID hand scanners
- 7,000 conference bags
- 99 cube-shaped seats

MANPOWER

Charming and competent
networking specialists

- 108 staff, of these:**
- 8 in organisation team**
- 15 at conference reception counter**
- 30 technicians**
- 5 for the exhibition**
- 50 hostesses**