

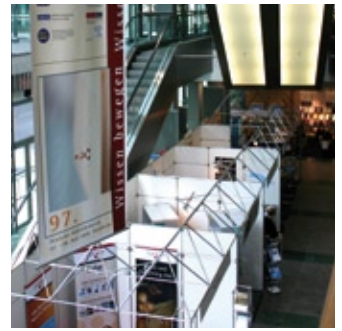
Case Study No. 6

97th German Librarian's Day



www.mcon-mannheim.de

The 97th German Librarian's Day in the CC Rosengarten: Libraries in an information-based society



REFERENCE

97th German
Librarian's Day
3rd – 6th June 2008
3,200 participants

The 97th German Librarian's Day in the Congress Centre Rosengarten did not only reach a record of attendance, it also stroke new paths in organisation and contents. The Mannheim University Library as the local organizer was responsible for the congress concept whereas an m:con team took over the overall-organisation, such as the realization of all conceptual, creative, logistic and technical tasks and assurance of the overall congress financing by transparent and detailed budgeting.

About 3,200 participants came to Mannheim, 425 speakers and chairmen were attended via a media centre established for this purpose only. About the same number of people worked at the booths of the exhibiting companies. In 24 lecture halls and seminar rooms 128 lectures, discussion forums and training seminars were held. All rooms were equipped with the latest conference technology. 157 companies from 9 European countries and the United States joined the accompanying exhibition extending to approx. 2,100 square metres. On a special market for the provision of services the university libraries informed about new projects.

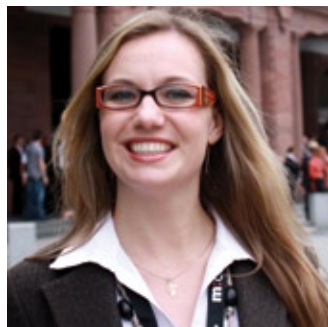
The cooperation between the Mannheim University Library and m:con as a professional congress organiser proved that a congress influenced by numerous traditions can even in times of increasing shortage of financial means and resources be economically designed successfully. At the same time, attractive new contents were introduced – displaying the fundamental changes for the libraries resulting from the triumphal procession of the internet.

Realisation

SERVICE PROFILE

97th German
Librarian's Day
3rd – 6th June 2008

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



FACTS

Professional ideas
and solutions

3,200 Participants
128 Lectures and
advanced education events
157 Exhibitors
1 KidsClub
600 Participants at get-together
700 Participants of the Gala
at the Mannheim Castle
2,100 m² exhibition area

24 Recording rooms
3,500 Conference bags
30 Excursions into the region
or rather visits of libraries

MANPOWER

Charming and competent
networking specialists

100 staff,
of these:
8 in organisation team
10 at conference reception
counter
30 technicians
2 for the exhibition
44 hostesses
approx. 600.000 € total budget

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