Case Study: International Medical Congress

Client
A global healthcare company engaged in the development, manufacturing and sale of innovative medicines, vaccines, biologic therapies, and consumer health products.

Locations
Hilton Vienna Plaza – Vienna, Austria
The Borsensale – Vienna, Austria
Messe Wien Exhibition and Congress Center – Vienna, Austria

Overview
Project management/logistics coordination of our client’s participation in a major international medical congress. Total number of client participants: 165. Total number of client countries represented: 34.

Approach
River West provided project management and logistical know-how to plan and execute a varied menu of events and activities in conjunction with The International Liver Congress™ by EASL. These activities included:

- Meeting Concierge service at the host hotel and exhibit hall; arranged dinner reservations and coordinated transportation requests; managed badge requests and retrieved congress badges and materials from exhibit hall
- On-site management of a portfolio of meeting rooms that were used for ad hoc one-on-one conversations with physicians, media center, informal brainstorming sessions, country-specific meetings and daily debriefs
- Global Marketing Meeting attended by approximately 150 marketing personnel
- Emerging Markets Meeting attended by approximately 40 internal personnel
- Satellite Symposia program attended by approximately 500+ key opinion leaders
- KOL Reception and Dinner attended by approximately 300 key opinion leaders

Our Role
River West provided overall project management; full logistics support including air ticketing and ground transportation; liaise with EASL to secure hotel accommodations and function space; online registration and attendee communication; event planning; audio-visual coordination; on-site meeting staff; financial reconciliation and reporting.

Highlights

- Provided seasoned, multi-lingual travel staff (languages: French, German, Spanish, English) to serve as goodwill ambassadors for client organization.

- Maintained calm and professional demeanor during Eyjafjallajökull volcanic eruption which disrupted air travel throughout Europe. We were able to re-ticket all stranded attendees, and arranged supplemental ground transportation to airports unaffected by the ash cloud (Madrid, Rome, Tel Aviv) through commercial train travel or chartered motor coaches.