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The Convenzis Virtual Series

# CONFERENCE MANAGEMENT

Case Study



@convenzis\_group

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# Case Details

Convenzis and The RCGP SEG Group had a pre-covid working relationship, we assisted in the successful growth and development of their annual secure environments conference. Covid, or no covid, the show must go on!

The RCGP Seg Group and Convenzis decided to take the 7-year in-person event series virtual for the first time in its development.

## The Aim

The event provided us with a unique opportunity to reach an international audience further growing the awareness and reputation of the event. A full bespoke delegate campaign was needed in a short space of time, this was crucial in ensuring a successful and worthwhile event for the client.

Key event sponsors were needed to underwrite the events running cost and provide delegates with tangible services and solutions.

## The Scope

The Convenzis Team provided a detailed marketing campaign to ensure a relevant and captive audience of over 200 secure environment healthcare professionals from across the world Using our extensive network of healthcare professionals we easily achieved the delegate quota.

Full platform management and development was needed, we successfully migrated to Microsoft Teams and build the event streams, providing all guest speakers with an interactive demonstration.

We provided live in-house event support on the day of the event ensuring all speakers/ workshop facilitators were confident and able to deliver their content

## The Result

I just want to say that I am delighted with the number of attendees and speakers you and your team have secured for this event. I recognise the enormous pressures placed on your team in delivering this event and the fact that you have obtained a surplus is truly incredible – Thank you!!

I cannot understate the value and high commendation your team have received in delivering this event – and at an international level too!