

3M ESPE™ GLOBAL SYMPOSIUM - TRANSFORMING DENTISTRY WITH DIGITAL TECHNOLOGY CASE STUDY



Client

3M ESPE™

Location

St. Paul, MN

Services Provided

Strategic planning
Budget
Site selection
Contract negotiation
Speaker coordination
Event registrations
Travel and lodging
Audio visual coordination
Food and beverages
On-site staffing and logistics
Pre-con meeting management
Pre-and post-surveys
Post event recommendations for growth

Objective

To bring together the world's Opinion Leaders for a multi-day symposium to identify the future trends in the field of dentistry and to position 3M ESPE™ as a market leader. World experts were identified and invited with attendance from 42 countries. Each attendee needed to receive red carpet treatment and be made to feel like the VIP they were while bringing the event in under budget.

Solution

Produce a four day global symposium made up of meetings, tours, VIP Receptions and dinners. The registration process included development of a custom registration database, extending electronic VIP invitations and coordinating Opinion Leader travel from 42 countries. Logistics included hotel rooming lists, Innovation Center AV, food & beverage specs, busing, and speaker rehearsals. Since the event was focused around Innovation and digital technology, all event marketing materials, registration and communication were handled electronically and upon arrival, delegates were provided hand-held PDAs containing all event presentation collateral, from PowerPoint presentations to PDF files.

Results

The 3M ESPE™ Global Symposium was a great success. Not only were over 90% of the attendees highly satisfied with the overall symposium experience, a post-event survey showed that 95% of attendees highly agreed that 3M ESPE™ is an excellent source of information on digital dentistry. In addition, as the objective was to position 3M ESPE™ as a market leader, we were thrilled to see nearly 70% of attendees left the Symposium with a higher opinion of 3M ESPE™ than when they arrived.