

THE 2009 INTERNATIONAL MEDTECH SYMPOSIUM CASE STUDY



Client

University of Hertfordshire

Location

London, UK

Services Provided

Strategic planning
Program content
Brand development
Budget
Site selection
Contract negotiations
Sponsorship and exhibitor sales
Trade show coordination
Speaker coordination
Website
Advertising
Marketing materials
Event registrations
Travel and lodging
Audio visual coordination
Staging
Decor
Food and beverage
On-site staffing
Pre-con meeting management
Off-site Tours
Pre-and post surveys
Future growth recommendations

Objective

To enhance the visibility and recognition of the University of Hertfordshire, through the MTIC, as a center of excellence in medical technology development and commercialization as well as to create an affinity between various international constituencies within the medtech sector and the University.

Solution

Produce an International Medtech Symposium that would attract C-Level corporates and international leaders from industry, finance, government and academia to strategize on the future of the medtech industry. Starting with a strategic plan, the objectives have been set and the budget built. The target market was identified along with potential venues, keynote speakers and sponsor and exhibitor partners. We developed the Symposium brand, website, marketing materials, sponsorship package and registration materials. In addition to managing all the logistics, The Event Group will coordinate the sponsors and exhibitors. This Symposium will specifically focus on energizing innovation and investment within the global medtech industry and the opportunities for growing medtech international value chains. The 2009 International Medtech Symposium will showcase world renowned companies and highly respected speakers, bringing University of Hertfordshire and the MTIC one step closer to fulfilling their goals.

Results

You can play a role in making this event a success! Join us at The 2009 International Medtech Symposium, June 21-23, 2009.