



## WELCOME TO WIKONECT // PROFESSIONAL CONGRESS ORGANIZER (PCO)















**Concept // Congress // Communication.** We create space for meeting people and sharing knowledge. Forever striving to provide the perfect setting for your knowledge, your message and your brand – a place where you can reach out to your audience both with contents and emotions.

For this purpose we successfully blend our profound experience in congress management with forward-thinking ideas customised to your needs. Inspired and inspiring – our congress agency is an expert in professional networking and communication solutions, above all in the fields of medicine and science.

# SERVICE PORTFOLIO // CONGRESS AGENCY WIKONECT

To organise successful meetings and congresses and share knowledge effectively, you need to know and pay attention to all the details. Scientific conferences, in particular, have rules all of their own.

Based on a “full service” approach, wikonect will support you in a professional and result-driven manner when it comes to:

- |   |  |
|---|--|
|  CREATION AND CONCEPTION    |  CONFERENCE AND MEDIA TECHNOLOGY |
|  PLANNING AND ORGANISATION |  ABSTRACT MANAGEMENT            |
|  FINANCIAL MANAGEMENT      |  SPEAKER MANAGEMENT             |
|  ADVERTISING AND MARKETING |  ATTENDEE MANAGEMENT            |
|  GRAPHICS AND DESIGN       |  ORGANISING EXHIBITONS          |
|  LOCATIONSOUTING           |  SPONSORING                     |
|  LOGISTICS                 |  SUPPORTING / SOCIAL PROGRAMMES |

## SERVICE PORTFOLIO IN DETAIL // CONGRESS AGENCY WIKONECT

### **General consulting and project management services / financial planning**

- General consulting services und management of the entire project
- Creation of schedules and to do lists, protocol and reporting system
- Attendance and documentation of joint planning meetings / site inspections
- Selection of suitable halls/rooms, creation of requirement profile for venue and equipment providers
- conclusion of contract with congress venue in agreement with the congress president
- Design of overall image (image design, stage design, programme schedule, etc.)
- Planning and coordination of all equipment requirements, logistics and congress catering
- Planning of signage/visitor guidance

### **Financial Management**

- Preparation of budget calculation for the entire event
- Solicitation of offers and monitoring of performance of all external providers
- Creation of an event account and economical implementation of the event
- Conclusion of the necessary event insurances
- On-going budget monitoring and timely provisioning (status quo)
- Final auditable account statement with all records/receipts / results report

## SERVICE PORTFOLIO IN DETAIL // CONGRESS AGENCY WIKONECT

### **Advertising/promotion – graphics, print materials, Internet and dispatch services**

- Promotion/publication of the event via various marketing channels (congress calendar / specialist journals/ online specialist forums / med. societies)
- Coordination of press relations together with the press office/agency of the med. society
- Advice and assistance with the creation of all necessary print materials (announcement, preliminary programme, main programme, entry tickets, etc.)
- Coordination of print materials (contents, proofreading, commissioning of print jobs and dispatch activities) with graphic designer and printers
- Design and coordination of the production of banners, roll-ups, flags and on-site signage
- Application for certification of the congress with the relevant regional medical council and forwarding of attendee data after the event
- Creation of congress homepage (definition and creation of contents and layouts, briefing of web designers, function test)
- Drafting and dispatch of newsletters by e-mail / handling of online inquiries

### **Speaker management**

- Support for the invitation of all speakers and chairs in agreement with the congress president
- Handling of the entire correspondence/contracts with the speakers
- Hotel bookings for speakers, chairs and organisation staff, organisation of transfers
- Settlement of fees and travel costs
- Creation of welcome letters/ distribution of welcome gifts, etc.

### **Attendee registration/ hotel reservations**

- E-registration inc. creation and dispatch of confirmation/invoice letters
- Creation of online registration form
- Telephone hotline: General communication with attendees
- Collection of attendance fees
- Creation of list of attendees and attendee statistics
- Creation of name tags, entry tickets for social events and confirmation letters
- Reservation and management of hotel allotments / Negotiation of special rates

# SERVICE PORTFOLIO IN DETAIL //

## CONGRESS AGENCY WIKONECT


### **Exhibition organisation**

- Solicitation of exhibitors, creation of address database, and dispatch in cooperation with the customer
- Handling of registrations and confirmation
- Account settlement with exhibitors
- Creation of exhibition layout using CAD and exhibitor manual
- Technical handling of the exhibition

### **Sponsoring**

- Design of sponsoring concepts
- Solicitation of potential sponsors in agreement with the customer
- Conclusion of contracts with sponsors
- Handling of industrial symposiums and confirmation / coordination of space and technical requirements
- Account settlement with sponsors

### **Abstract management**

- Online abstract management system via a service provider
  - Coordination and processing of abstracts to be forwarded to scientific committee
  - Correspondence with scientific committee and evaluators
  - Correspondence with abstract submitters (invitation/cancellation)
  - Coordination of posters and free presentations
  - Planning of poster session
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# SERVICE PORTFOLIO IN DETAIL //

## CONGRESS AGENCY WIKONECT

### **On-site services**

#### *Project management*

- Supervision of overall logistics
- Coordination and monitoring of all service providers (equipment, catering, signage, visitor guidance, furniture, etc.)
- Personnel planning and briefing

#### *Supervisor Conference Counter*

- Installation and management of conference counter
- On-site registration inc. payment collection with special EDP software
- Distribution of conference documents and name tags
- Personnel planning and briefing
- Speaker and exhibitor desk, VIP support

#### *Coordination of exhibition*

- set-up and dismantling
- Supervision of overall logistics (layout planning/measurement, service providers for additional orders, stand construction)
- Exhibitor/sponsor support (exhibition design)
- Order management and payment collection for additional orders

### **Social programme (get-together, social evening)/ accompanying programme**

- Concept design, overall coordination and logistics
- Solicitation of offers for venues, transfers, artist programme and decorations as well as catering
- Agreements with service providers and on-site performance monitoring
- Organisation of accompanying programme (on demand)

## WHAT MOVES US // CONGRESS AGENCY WIKONECT



### INNOVATIVE PRESENTATION FORMATS

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Classroom-style scientific lectures are a key part of traditional congress formats. But innovative and interactive presentation styles can help make a whole event more attractive. E-poster islands, Pecha Kucha, live surgery and pro & con debates with e-voting are just some of the lecture elements that can help convey contents in a more interactive, exciting and hands-on manner.



### MEMBERSHIP GROWTH

#### // YOUNG TALENTS / MEMBERSHIP GROWTH

Today, medical associations are often faced by the challenge of how to gain young practitioners and scientists as new active members. Together, we will develop attractive and innovative offers for young talents. A congress should serve as a platform to effectively communicate the activities and services of an association.

## WHAT MOVES US // CONGRESS AGENCY WIKONECT



### // THE CONGRESS AS BRAND

Overwhelmed by the huge number of training options, it is becoming increasingly difficult for your target group to make the right choice. wikonec will give your congress a face, by establishing high quality standards and accurately evaluating and developing your brand image. An event will always benefit from a corporate design that makes it stand out from the crowd.



### // INDUSTRY PARTNER

Due to growing cost pressures, shrinking marketing budgets and divergent compliance and transparency standards it is becoming ever harder to finance and find sponsors for scientific congresses. Together with the industry and our clients we meet the challenge of creating new meeting and participation concepts that address these developments.



## WHAT MOVES US // CONGRESS AGENCY WIKONECT



### // COMPLIANCE UND CODES

Of course, we take account of sensitive compliance requirements and industry-specific codes. A transparent cooperation is our top priority. We act according to the regulations of the professional associations such as the FSA Transparency Code (Freiwillige Selbstkontrolle für die Arzneimittelindustrie e.V.), which is recognised by the EFPIA (European Federation of Pharmaceutical Industries and Associations). In addition, we observe the individual country-specific codes of the pharmaceutical industry, such as the Medtech Kompass of BVMed (Bundesverband Medizintechnologie e.V.) and the Eucomed Guidelines.



### // TRANSPARENCY

For us transparency is a key factor of our cooperation. We will give you a completely transparent break-down of our agency fees – commissions or kick-backs of other service providers are passed on one-to-one and credited to the congress budget. We will provide you with regular reports on your budget, for example, so that you are always up-to-date.

## CLIENTS // CONGRESS AGENCY WIKONECT

wkonec works for projects of the following companies and institutions ...

- AKM Allergiekongress und Marketing GmbH ( Allergologie )
- Asklepios Kliniken GmbH ( Kardiologie + Gefäßmedizin )
- Deutsche Interdisziplinäre Vereinigung für Schmerztherapie ( DIVS ) e.V. ( Neurologie )
- Deutsche Gesellschaft für Gefäßchirurgie und Gefäßmedizin e.V.
- Deutsche Gesellschaft für Phlebologie e.V.
- Euro CTO Club ( Kardiologie )
- med update GmbH ( mehrere Fachrichtungen )
- Mittelrheinische Chirurgenvereinigung ( Allgemein-, Viszeral-, Gefäß- u. Thoraxchirurgie )
- St. Jude Medical ( Kardiologie )
- Universitätsmedizin der JG | Universität Mainz ( Chirurgie, Gynäkologie, Reproduktionsmedizin )
- Universitätsklinikum Heidelberg ( Chirurgie + Kardiologie )
- Universitätsklinikum Frankfurt ( Kardiologie, Psychologie )
- Von Behring Röntgen Stiftung

## TESTIMONIALS // CONGRESS AGENCY WIKONECT



### WIKONECT COOPERATIVE // Med Update Seminars

**Med Update Seminars // Continuing medical training of the highest standard** - Since the foundation of our agency, wikonect has helped med update stage premium medical training congresses based on an update concept. Covering all the major fields of medicine, these “updates” are recognised for their premium content. They offer a comprehensive briefing on all of the year’s latest and most important studies in their respective fields of expertise.

// 64 events a year // 35 medical fields // 23,000 attendees // 16,000 hotel reservations // 9 venues in Germany



### WIKONECT REGIONAL // Annual Conference of the Society of Middle Rhine Surgeons

**Revamp for the next generation Raising awareness of the Society of Middle Rhine Surgeons** – in particular among the next generation of surgeons – that was the aim of revamping the traditional regional conference in 2014. Innovative and hands-on ways of sharing knowledge were put in place to grow the attendance figure: spontaneous lectures to convey basic knowledge, hands-on training sessions, and a mentor programme for junior doctors and students.

// 2 days // 300 attendees // 50 speakers // 20 sponsors // Full organisation and marketing services for the congress by wikonect

## TESTIMONIALS // CONGRESS AGENCY WIKONECT



### WIKONECT NATIONAL // German Allergy Congress

**Comprehensive services and long-standing partnership** - For some years wikonect has provided comprehensive organisation and business services for the German Allergy Congress. It is staged annually in cooperation with three medical societies. Innovative sponsoring formats and a large industry exhibition as a financial basis are organised by wikonect as part of its comprehensive services.

// 3 days // 1,200 attendees // 260 speakers // 50 exhibitors and sponsors // 150 abstracts // 80 posters // 20 workshops // Target-group-oriented marketing concept // Network-based media check



### WIKONECT INTERNATIONAL // Euro CTO Club

**Wiesbaden, London, Paris... wikonect goes Europe** - Since 2011 wikonect has managed the international workshop of the Euro CTO Club in various locations across Europe. The focal topic is coronary chronic total occlusion (CTO). 300 experts from all over the world take part and receive an all-round service from wikonect. Live cases, live chats in the lecture hall via smartphone and live webcasting are the highlights of the meeting programme.

// 2 days // 300 attendees // 50 Referenten // Development of an innovative sponsoring concept // Uniform presentation booths for international industry players

## TESTIMONIALS // CONGRESS AGENCY WIKONECT



### WIKONECT INTERACTIVE // Annual Conference of the German Society for Vascular Surgery and Vascular Medicine

**New innovative presentation formats and congress app** - Alongside traditional and comprehensive congress organisation services we developed new interactive and hands-on congress elements. All posters were presented in the ePoster lounge on large flat screens. After the event they could even be consulted online. During the interactive debate the attendees could participate in a digital vote. As a further bonus, the congress app provided attendees with all the relevant information on the congress.

// 4 days // 1,500 attendees // 300 speakers // 1,500-sq m exhibition // 75 sponsors // 150 abstracts // 80 posters // 20 workshops // Full organisation services and co-funding of the congress



### WIKONECT LIVE // Symposium „Cardiovascular Medicine“

**Top-notch medicine meets high-tech** - As one of the world's leading cardiovascular centres, the excellence of Asklepios St. Georg is also mirrored by its annual symposium. With live broadcasts from up to ten laboratories simultaneously the latest developments and treatment methods in cardiovascular medicine are demonstrated up close. All contents of the congress are then professionally processed and made available as an e-learning tool.

// 2 days // 700 attendees // 30 sponsors // up to 10 live operations // 30 Sponsoren // Full organisation and marketing services for the symposium by wikonect

## CONTACT // CONGRESS AGENCY WIKONECT

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