

## LIVE STREAMING

### How to multiply an audience with live streaming

# ESH 2018: from Europe to China

IAPCO Member: AIM Group International

At the European Congress on Hypertension recently held in Barcelona, a broadcasted session reached an additional 5000 attendees from China.

Is event live streaming a new trend? More and more PCOs are challenged by association clients to reach new potential delegates, to make their conference attendance grow and to attract sponsors to invest in new markets.

Live streaming is becoming increasingly more impactful in conference planning and format. And this is exactly what happened at the recent "28th European Meeting on Hypertension and Cardiovascular Protection" held in Barcelona 8-11 June 2018, an important medical congress with a long history and a very rich programme. It usually attracts more than 2500 international delegates, AIM Group having been its PCO from the outset.

With the support of a sponsor who was willing to open up into new markets, AIM organised a live streaming between Barcelona and Beijing during the presentation of the new ESH Guidelines. The event was named "ESH in China" and was organised in collaboration with the China Hypertension Alliance. While the 100 participants gathered in a meeting room in Beijing could virtually attend the conference with the help of simultaneous interpretation and a moderator, there were also almost 5000 attendees in China following the event through streaming. The numbers were amazing and even more so when you consider it was 23.00 hours in China!

In this way AIM broadened the potential ESH audience by transforming a face-to-face meeting into a hybrid event, typical of the digital era. But it was essential to keep the attention of those watching their screen resulting in a new challenge which required a well-defined strategy. Three elements were critical:

- a dedicated moderator
- an engaging storyline
- time for interaction.

With the spread of broadband internet and 4G smartphones, broadcasting live streaming has become one of the means for expanding the reach of meetings making them truly accessible. And there is no reason to fear that live streaming will discourage people from attending the real-life event. Experience demonstrates that what actually happens is quite the opposite.

Associations who proposed live streaming during their meetings have experienced very little



cannibalisation of attendees and it allowed them to reach people usually not reached by other traditional marketing methods. Furthermore, experiencing a conference in live streaming motivates, like a teaser advertisement, more people to be there the next year: many associations reported as much as 30% of their virtual audience chose to attend their physical meetings the following year.

In brief, innovation with a solid strategy is always worth it!

