

Image property by ISTH



# How you can leverage digitisation to increase engagement

**In our ever changing world, it is crucial to leverage the digital evolution, as tomorrow's members and event attendees form a generation that will be raised in the digital era, thereby becoming digital consumers. They are thirsty for self-education and constantly searching for reliable information.**

**A**s these attendees increasingly assess the value gained from the activities your organisation offers, including its events, it is vital to continuously innovate in order to stay relevant. Driving engagement through digital developments can be done in a simple and effective way, not only during but also prior to and after your event(s). Although this area offers a wealth of opportunities, we will focus on three ways to apply digi-

tal developments around your event and to ensure your reliable knowledge is more accessible.

## • Pre event - #engaging #online

"Co-creation", "custom-made" and "tailor-made" are echoing terms used for reaching the new digital generation of attendees and members. Pre-event online engagement can help you shape the content and format of the event, build anticipation and sustain commitment from delegates.

A telecommunications provider managed to obtain all those results by successfully integrating an online engagement strategy. Leading up to the event, the online platform was the core channel to create awareness and achieve increased participation through engagement tactics such as ranking and voting. As a result, the platform helped achieved a higher sense of belonging amongst delegates. This successful communication tool not only incites and induces participants, it also allows organisations to tailor their content and format for future events and campaigns.

## • During event – increasing knowledge exchange between peers

There are multiple ways of facilitating interaction, networking and content sharing during events. One way to magnify the reach of content, is replacing traditional poster boards with e-posters. The open-access library makes knowledge accessible, with the ability to display hundreds of abstracts in an efficient way. Its interactivity through touchscreen functionalities provides the opportunity for delegates to share their work amongst each other. Moreover, the screens provide the perfect setting for two-way dialogue masterclasses.

A scientific 8,500+ delegate congress has successfully incorporated e-posters in its event. "I will never forget the moment I stepped into the e-poster hall, and I saw thousands of people talking, jostling, shouting about science." Said by President LOC.

• **Post event – extending the event's life cycle**  
Capturing content about your event, and then disseminating the information is a great way of maintaining momentum of knowledge exchange initiatives. It can play an important role in the continuous engagement with your community. Furthermore, the information can be used as an educational portal, whereby community members who were unable to attend certain events, or attendees that have missed particular sessions, can easily access the information. As a result, the event's life cycle is extended, adding value to your members not only during the event, but also after.

**"Digitising your content can also provide a new revenue stream thereby enabling delegates to access all conference content post event for an additional fee."**

Digitising your content can also provide a new revenue stream thereby enabling delegates to access all conference content post event for an additional fee. Moreover, with an educational portal, you can strengthen your organisation's position as qualitative and as a trusted source in its field. A medical association with an outreach to 13,000+ individuals has introduced an online education portal, where hundreds of affiliated societies access relevant information on a regular basis.

#### CONCLUSION

There are many digital opportunities that can be leveraged to ensure future relevance towards the new generation. To a great extent this includes; encouraging two-way communication and making knowledge accessible. This can drive further engagement with the community,

reinforce your organisation's position in the sector, and reach wider audiences. 'Digitisation' and driving technological advancements may be perceived by many as a synonym for 'large investments' or 'robotizing'. It is on the contrary about focusing on innovation that increases engagement, and enhancing the experiences before, during and after the event. Key areas to explore in this field include tailoring and repurposing the event's content on multiple levels and during different times.

For further inspiration, please visit <http://live.mci-group.com/>

Written by MCI Benelux; organising and innovating congresses that support the strategic goals of your organisation. Leveraging best-practises to engage your community, deliver return on investment and drive your events' impact on society.

