

# Case Study

Annual Conference - Hybrid  
Clontarf Castle, Dublin, Ireland



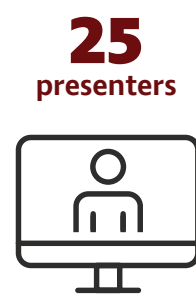
EVENT & ASSOCIATION  
MANAGEMENT

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This particular event will be memorable for several reasons. 2020 was going to be the year this event was on target for hitting 200 delegates, with the reintroduction of a conference dinner, extended programme and new social activities. It was no mean feat to build the conference up with such a buzz of excitement. However, Covid-19 meant we had to continuously think on our feet and push to make this event a success for those that managed to attend despite everything that was starting to happen in the world.

We had two days to implement a hybrid option so speakers or delegates who were not able to travel could present their session and or watch online. Some elements, such as the Awards during the dinner, were not available for remote viewing at such short notice, but for those that did watch online they were very grateful to be able to still join most of the event. The AV team altered their shifts so they could be dedicated to presenter and delegate support if needed.

## The Event by Numbers



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## Services provided

- Fully branded event website
- Full event management
- Custom built branded stage set with full AV support
- Delegate branded material
- Live Video link for remote presenters and delegates
- Interactive audience participation
- Dublin tour to visit Guinness Storehouse
- Awards presentations
- Entertainment: Ceilidh and live band
- Social media before, during and after

## **Biggest challenge**

A global pandemic that was building momentum in Europe with various speakers, exhibitors and delegates cancelling due to travel restrictions imposed by their companies. An ever changing programme and floor plan due to the cancellations and a major sponsor withdrawing the night before the event began. We were one day away from Ireland being locked down.

## **Customer feedback**

**“Thanks so much, it was a pleasure and I definitely enjoyed the three days also. I am sure that I will come to Edinburgh next year and look forward to the event.”**

**Chief Operation Officer | Senior Executive Consultant, QFINITY Quality Management**

**“Thank you again for organizing this lovely event. We were very satisfied with organization and networking opportunities. XClinical will surely attend again next year.”**

**Business Development Manager, XClinical**

**“I was able to virtually join for most of it. It worked perfectly, and was great to still be a part of it. I can't imagine how much organisation it took to pull off this year's conference.”**

**Senior Data Manager, Vitaflo International Ltd**

**“Probably the best ACDM conference that I have attended. As always, I am looking forward to getting those presentations.”**

**Observation and Study Director, Real World EDC**

**“It has been a pleasure to be part of the ACDM Conference 2020. Thank you for all the effort and hard work to make this year meeting happen and hope to see you next year in Edinburgh!”**

**Data Team Lead, IQVIA**



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