

Case Study

Annual Conference

The Sheraton Hotel, Edinburgh



EVENT & ASSOCIATION
MANAGEMENT

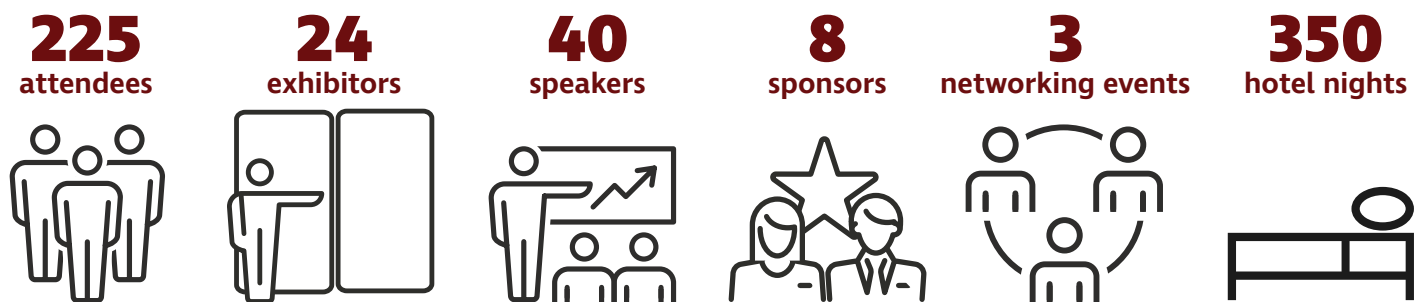
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organising  success

ACDM22 was one of the first big international events following the lifting of COVID restrictions. Delegant has been managing the Association for Clinical Data Management Annual Conference since 2018 and ACDM20 Dublin was the last conference in March 2020 before lockdown shut down the world.

ACDM21 was scheduled to be in Edinburgh in 2021 but due to COVID this was postponed for a year and the event then became ACDM22. Part of the challenge with this event was risk management and timing. The event had speakers and attendees from across the world and so we were not just dealing with local COVID restrictions but also international ones. As restrictions (both national and company ones) were lifted more people booked to attend. This means a larger number of bookings came in the last few weeks before the event. This posed a challenge as we had to ensure we had enough hotel rooms, materials and also event space.

The event was a tremendous success. The number of attendees, exhibitors and speakers was three times higher than Brussels in 2018.

The Event by Numbers



Services provided

- Fully branded event website
- Full event management
- Custom built branded stage set with full AV support
- Delegate branded material
- Interactive audience participation
- Edinburgh tour and whisky tasting
- Awards presentations
- Entertainment: Ceilidh and live band
- Social media before, during and after



The highlights

The Conference Dinner has grown to be an event in an event enjoyed by over 200 who experienced a memorable night. The evening began with a drinks reception in the Exhibition Hall and a surprise call for dinner from a traditional Scottish bagpiper. A Scottish themed dinner followed by the ACDM 2022 Awards. Once the formalities were over the 200+ people played the Yes/No game before a Ceilidh band and Highland dancers took over the stage and dance floor. To our surprise, more than half the audience headed to the dancefloor to be shown some traditional Scottish dancing.

The feedback from the event was fantastic. It had been a long time since this group had got together and it was bigger and better than before. The pre-event networking kicked things off in a friendly way which set the tone for the rest of the conference. Bringing people together, the connections and interactions we observe as organisers makes our team love what we do. The value of human interactions and connections in the right settings bring huge value to attendees. Something that cannot be achieved in a virtual event.

ACDM22 was the first time we had done “live social media” from an ACDM event. Having a professional photographer and our social media team onsite enabled us to capture and post live on social media channels during the event. This meant we could post for all speakers, exhibitors, awards and networking as it happened. The analytics showed the effectiveness of this approach and the feedback from all was excellent.

Delegant managed the entire event from venue finding to delegate bookings, exhibitor and sponsorship sales to AV, social media to graphic design, speaker liaison to social media.



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