



Association of Clinical Research Professionals

How Successful Events Become Even More Successful

As one of the largest clinical research conferences, ACRP's annual global convention and exhibition is a juggernaut of an event. But that did not deter management from seeking improvements from a fresh pair of eyes. From day one AGS was tasked with creating bigger event structures, more compelling graphics and better floor designs. The result was an environment more conducive to selling space, increasing sponsorships, educating attendees and promoting the association's core mission of creating genuine enthusiasm for improving the health care system.



Case Study | Association of Clinical Research Professionals

Objectives

- Create an environment conducive to the show's core values of learning, networking and professional engagement.
- Execute all aspects of the show to support management efforts to expand educational content.
- Assess current strategies for increasing booth sales and sponsorships.
- Expand exhibitor services.
- Optimize graphic solutions to accommodate new educational sessions, larger exhibition hall and the addition of various receptions and ceremonies.

Solutions

- Designed, built and assembled a more modern, open-concept management booth and a new onsite sales office.
- Developed dynamic branding and graphics for the 2014 that included the 120-booth exhibit hall and the organization's new magazine cover.
- Leveraged in-house design and engineering teams to produce large volume of graphics, structures and custom furniture at reduced costs.
- Made site visits to determine staging solutions and logistic execution functionality.
- Optimized attendee flow and improved educational experience with innovative flow plans and custom-build computer kiosks.
- Introduced exhibitors to innovative products that included branded, reusable flooring and lightweight modular display units at discount prices.
- Enhanced participant experience and booth traffic through out-of-the-box thinking that included staging a treasure hunt in the exhibit hall.
- Adopted a hands-on approach to problem-solving show site issues.

Results

- Held a greater number of networking events, including the largest certification recognition ceremony in conference history.
- 92% of attendees reported favorable face-to-face interactions in the exhibit hall, during and after the Opening Celebration, and plan to attend next year.
- 98% of exhibitors closed or expect to close business as a result of exhibiting and vow to return
- Participants were introduced to 80% new educational sessions.
- 91% of attendees ranked the 2014 event as the "best in recent memory."



The AGS staff was easy to work with, incredibly responsive before, during and after the show and weren't afraid to step in to manage any unexpected issues.

—Tammy Workman, Advertising Manager