EVENTSCASE

Case Study

CDTI–E.P.E.

Client:

Client summary:

The CDTI-E.P.E. is a Public Business Entity, under the Ministry of Science and Innovation, which promotes innovation and technological development of Spanish companies. It is the entity that channels applications for aid and support for R&D&i projects of Spanish companies at the national and international level. Thus, the objective of the CDTI is to contribute to the improvement of the technological level of Spanish companies through the development of the following activities:

■ Technical-economic evaluation and granting of public aid for innovation through subsidies or partially reimbursable aid for R&D projects spearheaded by companies.

■ Management and promotion of Spanish participation in international technological cooperation programmes.

■ Promotion of international business technology transfer and technological innovation support services.

■ Support for the creation and consolidation of technology-based companies.

The bulk of the CDTI's infrastructure is located in Madrid, although it offers Spanish companies a strategic network of offices or representatives abroad [Japan - SBTO (Spain Business and Technology Office), Belgium - SOST (Spain Office of Science and Technology) and Permanent Secretariat of Eureka, Brazil - FINEP (Financiadora de Estudos e Projetos), Korea, Chile, Morocco, China, India, Mexico and USA] to support them in their international technological activities.

Event/events:

11th Conference of the European Union Framework Programme for Research and Innovation in Spain - Horizon Europe. A face-to-face event held at the Palacio de Congresos de Valencia on 6 April from 10 am to 6 pm. Organised by the CDTI and the European Commission.

Attendee profile:

Public or private entities in the field of research and innovation.

Format:

Face-to-face

Summary of the event:

Attendance: 903 attendees and 1323 registered
URL: https://eventos.cdti.es/ES/Conferencia_HorizonteEuropa_2022

How was the event structured?

- Access to the event via onsite badge printing or the presentation of badges previously sent to the registrants and printed by them.
- Entrance to the Palacio de Congresos: The staff took care of the "check in" and handed out lanyards for the printed badges.
- Institutional welcome, presentations and round tables, conclusions and closing ceremony.
- Coffee break and lunch, which was held in the hall.
- Presentation of a research prize.
- Informal networking over lunch.
- 1-2-1 meetings during the morning and afternoon "Personalised advice and bilateral meetings".
- Visits to the exhibition area (posters).

How has CDTI used the Eventscase platform?

- Website for promotion, information and registration of the event.
- Registrations: public and free of charge. Limited to 1,400 attendees.
- Multi-event app to have the same information available on the web, including venue maps, for easier access.
- Badge Generator: Attendees received their badges via email to access the event. They had the option to print them at home or come to the badging station at the venue and have them printed onsite.
- Check-In App: For access control to the venue.
- Exhibitor Area: Participating companies uploaded information to be displayed on the "Poster" area of the website and, on the day of the event, selected exhibitors displayed information using physical panels at a specific area of the Palace.
- 1-2-1 Meetings: Meetings were held during the afternoon of the day of the event. Two types of meetings were managed with this module. 27 free tables and 55 tables for exhibitors.
- EXTRAS:
  - Onsite Support Staff: 2 project managers and 1 technician for onsite badging and printing.
  - Rental of printers with paper (4 subcontracted printers).
  - Lanyards (1100 units).
  - Rental of eight (8) Android mobile devices that acted as badge readers for the check-in process.

Some singularities...

- ■ The A4-format badge that was folded in 4 parts contained:
    - ☐ Attendee QR code
    - ☐ Agenda
    - ☐ Venue Map

- The badge generator was used to create the certificate of attendance at the event.
- Use of the Exhibitor's Area as an information container for the companies participating in the poster exhibition. The companies uploaded the information autonomously to an ad hoc virtual space.

We provided CDTI with a global solution through the platform that brought together all the digital services they needed for their event. We implemented full integration across the Eventscase product portfolio to cover the entire event lifecycle from start to finish.

Pre-event: **During the event:**
Website promotion-registrations   Access control-event information-meetings-exhibitors

The organising team are experts in the use of our platform and have designed the event in its entirety. From Eventscase we have supported them in:

- ☐ Manual workaround actions
- ☐ Onsite support
- ☐ Pre-event preparation and on-site incident resolution
- ☐ Training the event staff on how to use the Check-in App
- ☐ Collaborating as an information point for attendees who had queries

Troubleshooting

During the event, the platform sent reminder emails of meetings that had been previously cancelled. This caused confusion among the attendees, who did not know if they had to attend those meetings when they were - in theory - cancelled.

The event organising team passed the incident to the onsite team and we passed it onto the technical team as an emergency. The problem could not be solved at the time as it was complex to diagnose and needed a development and update of the platform to prevent it from happening.

One month after the event, this is the solution that our product and development team has implemented for the said issue:

Understanding the problem:

Our platform has 2 types of meeting systems (a general one associated with the possibility of video calls and one particular to the 1-2-1 meeting scheduler that can also be linked to video calls).

Analysis:

What was happening is that when the 1-2-1 meeting scheduler had online meetings enabled, creating a 1-2-1 meeting also created a video call (from the general meeting system), and the reminder emails associated with that other meeting system were sent, and that should not have happened.

Solution:

We have de-linked the reminder relationship that shouldn't have existed between the two types of meeting systems.

Extra solution:

We have developed the possibility to activate or deactivate online meeting reminders from the general meeting system when requested by the customer.

Attendees to enjoy a smooth badging experience

Avoid queues as attendees are checked in at the venue. 832 people were checked in onsite from 8am to 11am. An average of 7 people per minute.

For event check-in at the entrance of the venue, Eventscase trained a team of hostesses, who carried out their role without incident and with agility. In less than two hours, 90% of the attendees were "checked in" inside.
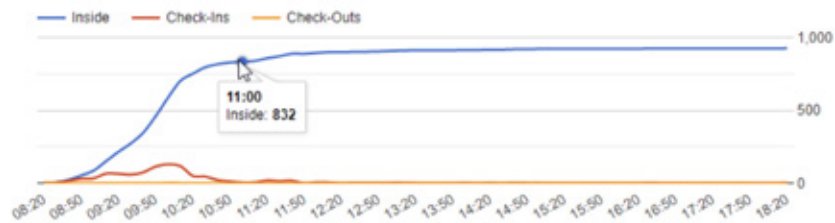
The overall event capacity was 1,400 attendees and it was envisaged that around 1,100 would attend. In reality, the organisers were near the mark as **903 attendees came in person out of the 1323 registered attendees.**

Attendees received their badges (in PDF format) via email and 70% of them printed them at home. All attendees inside displayed their badges leading to a "uniformity" amongst all participants.

Onsite support

The event organiser wanted to manage all the incidents related to badging and registrations, as well as have control over which attendees were already checked in or how many people were in attendance.

Real-time access to all event information

In the Event App, attendees could easily consult the event information and their meeting agenda.

After the event, the organisers were able to access analytics on most visited content, preferred speakers, most visited profiles, most rated talks, etc.

Promotion of the event through the website:

Since the website was launched, it was met with a commendable visitor and bounce rate, with visitors spending an average of **3.5 minutes while navigating at least three sections of the website.**

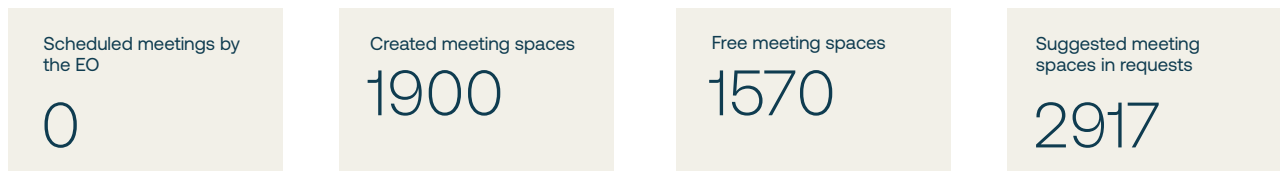| Page views	Average session duration	Sessions	Page views by session
48851	208s.	14645	3.34
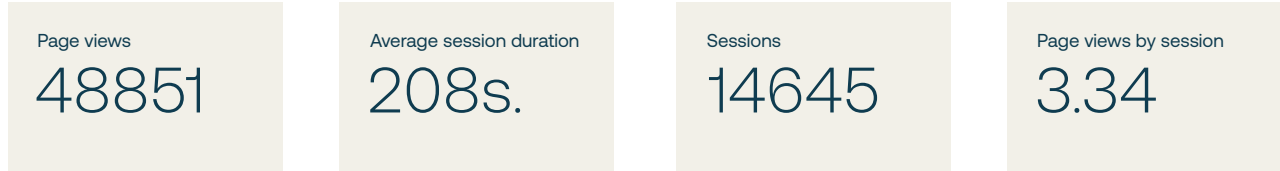
Building relationships

Through the 1-2-1 meeting scheduler with 1,306 registrants in total. **Twenty-seven (27) free tables were available and 55 tables were designated for Exhibitors.**

☐ **A total of 867 meeting requests** were exchanged between attendees, of which 330 were confirmed, 289 were pending and 248 were rejected.

Total requests	Confirmed	Pending	Declined
867	330	289	248

☐ Our system enabled the creation of **1,900 meeting spaces.**

Scheduled meetings by the EO	Created meeting spaces	Free meeting spaces	Suggested meeting spaces in requests
0	1900	1570	2917

☐ The CDTI team was able to find out who were the **50 people most sought after by attendees** and the **50 people who sent the most number of meeting requests.**

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