

medical.meetwithaarhus.com

hostingamedical 8000Conference



Bridging the gap
between the CVB and
the scientific community
**Strategic, trustworthy and
a pinch of rock n' roll**



Situation:

Across the globe CVBs are working hard to engage local communities of scientific researchers. Like many others in the business, VisitAarhus CVB sees the recruitment of local potential hosts as the primary concern and focus area. Not only is the local communities of excellence the primary source of business - it is also notoriously difficult to bridge the gap between local, regional and national CVBs and the scientific communities.

Aarhus has a strong community within medical sciences and are these years constructing the largest university hospital in the Nordic region.

VisitAarhus Convention Bureau are seeking to raise its profile in that community and combine with local researchers to attract more international conferences.

Main challenges:

- 1** Medical researchers at university hospitals in Denmark are "double employed" as professors at university and as doctors at the hospital and as such notoriously difficult to draw attention from.
- 2** Aarhus is not a capital with a long tradition of attracting international guests
- 3** Conferences are at the periphery of the work sphere of researchers and doctors and as such they are not shopping for the conference "product"
- 4** The target group does not recognize VisitAarhus Convention Bureau as a go-to organization that is central to their international ambitions
- 5** Limited human resources in the organisation.

These challenges prompted VisitAarhus CVB to set out on a path finding mission into the minds and daily lives of local medical researchers. A marketing mission spanning across the marketing mix both online and offline.



The primary marketing challenge

Conducting transformational marketing to an audience with high levels of professional attention filters and positioning of a relatively unknown organization with a peripheral product.



Phase one

Gathering knowledge and shaping the campaign

To make the right decisions, we need knowledge about the target group, its motivations, barriers and media habits. Engaging in extensive market research is at the very core of the first phase of building the structure and content of the modern and agile marketing campaign.

Quantitive knowledge

Collecting data from more than 700 respondents at Aarhus University and more than 400 specifically on the faculty of health, VisitAarhus gained invaluable insights into the barriers and motivations for hosting conferences on home turf in Aarhus

Qualitative insight

Focus interviews with key stakeholders and local experts provided surprising and interesting information on the attitude of the target group. It also opened the door to an understanding of the busy working environment of professors and doctors at Aarhus University hospital.

Primary motivations:

Top scorer: Focus on my research community and international network
Low scorer: Promoting my country and destination.

Barriers:

Workload and economy
Accessibility and logistics

Characteristics of our local host in medical research:

- Solid attention filter
- Not afraid of making decisions
- Not controlled by worries
- "saves lives"



Information



Tourist/collage



Surprising head turner with medical DNA

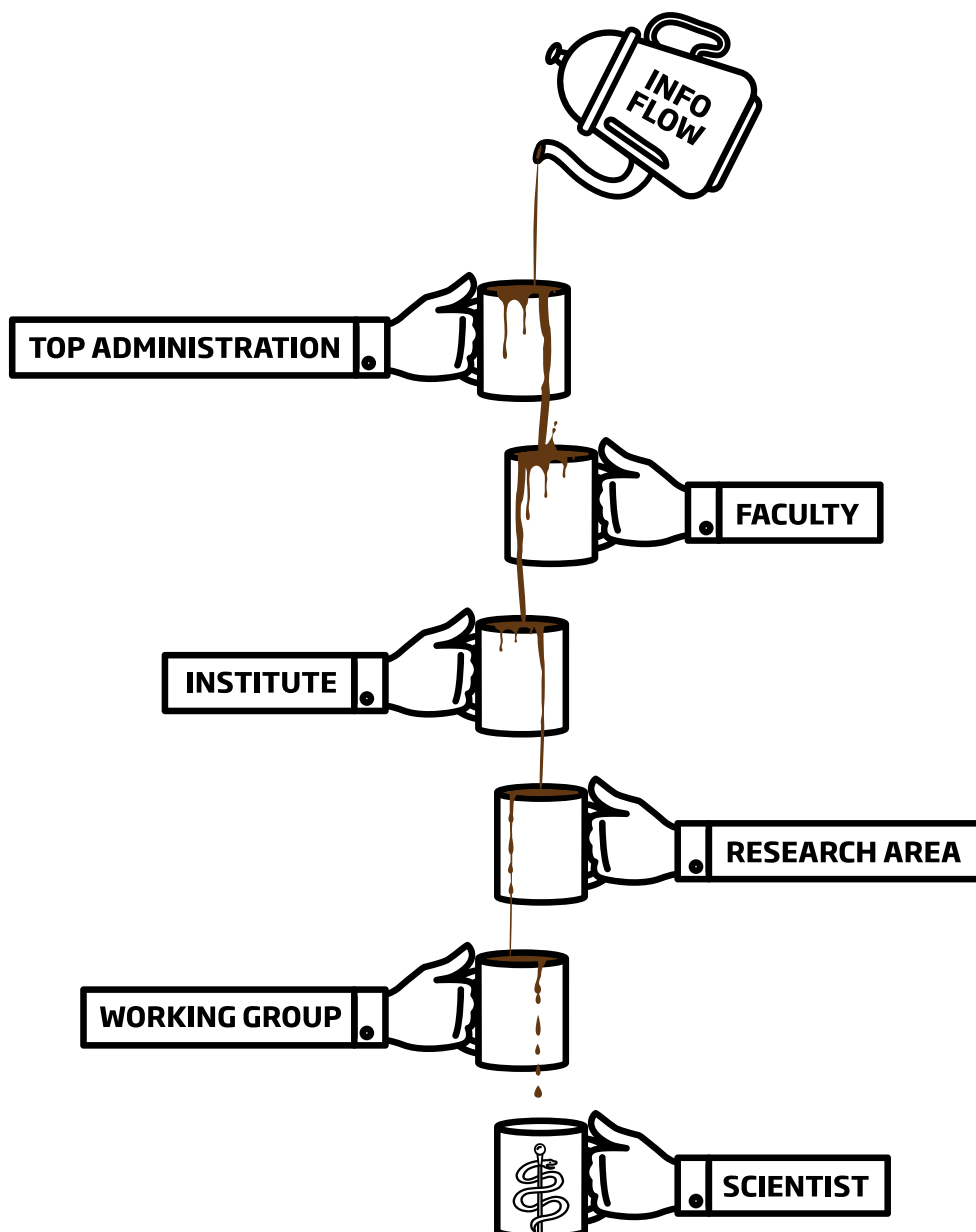


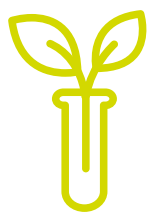
Phase two

Forming the campaign

Three main issues in focus

- Spotlight and conference equals scientific breakthrough (and vice versa)
- Get noticed and be ever present
- Decentralized "tribal" culture in the research groups. More than top-down communication is needed





Phase three The Campaign

Highlighting three main issues

Peer-to-peer → **Make a difference**

Official recognition → **Why Aarhus**

Destination and call for action → **Get started**

Main online platform: **medical.meetwithaarhus.com**

1 **Make a difference**

The management board of Institute for Clinical Medicine addresses their colleagues and offers credibility to the claim that "By hosting a conference you can make a difference."

A former host and "one of you" expresses her desire to host more conferences, given the chance. Speaking to her peers, she even jokes about her profession (heart surgeon) and states that she would do it again "in a heart beat".

2 **Why Aarhus**

Official owner and employer of all doctors is the regional authorities and the elected president of the regional council. The formal employer addresses every doctor at the university in order to once and for all state that they have an important role to play in building lasting international relationships in the region. The same section addresses the notion of "home blindness" among potential hosts in a Danish second city (not a capital). Even with a twist of local Danish expressions of "squeezing the lemon" and some pride-inspiring facts.

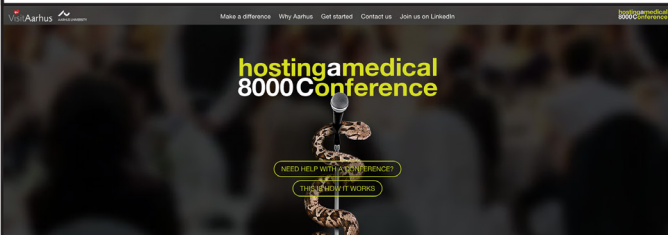
3 **Get started**

The call to action. This is where you start, when your peers and your employer has given their backing to the proposition to host an international conference.

We can help you and guide you through the difficult times in arranging and hosting the conference.

000

medical.meetwithaarhus.com



Make a difference

Host a conference

An important part of research is to professionally communicate your results. This can be done by writing scientific articles but also by meeting your peers at conferences and seminars. This provides an opportunity to share and discuss scientific ideas - and sometimes to witness groundbreaking scientific new findings.

A conference is a forum for meeting other professionals and for establishing contacts and networks decisive for your future work as a researcher. By hosting a conference you can make a difference.

If you are planning a conference it just has to run like clockwork, so you can focus on the scientific outcome rather than practical details. There are people to help you make ends meet and ensure the success.

Over our guests are in Aarhus, they will find out everything within a comfortable walking distance. In this way a small break from the conference can be turned into a cultural experience.

Both medically and culturally speaking, we are proud to put Aarhus on the world map

Henning Jensen



Make a difference

I would do it again!

Being a researcher with international ambitions and network, my work is often the result of collaborations with my international colleagues. My international network is absolutely essential in developing my own and my team's professional skills.

Hosting a conference is a chance to invite your international network to your home turf. You and your local scientific network will be a winner - become the winner for international research. To me, that opportunity is invaluable.

I have previously had the pleasure of co-hosting an international conference. It was hard work, a lot of fun and immensely beneficial for expanding my network and enhancing my research through international collaborations.

Asking me if I would do it again?

Yes - in a heartbeat!

Nanna Eriksen, Aarhus, MD, PhD, DSc
Professor, Chief, Cardiothoracic Surgery



Why Aarhus?

You live in a very special and practical place

Familiar with the term "being home blues"? Consider this a friendly reminder: perhaps even a wake-up-call, that Aarhus has a special status. You may not realize it on a daily basis. But your guests will! Aarhus can offer much along the way and for ever, a big city atmosphere and a local vibe - all in one - this is a very attractive combination for visitors.

But transport and flight options to the city make, when visiting business. Then, it takes about an hour to go from the airport to central Aarhus. But if that is not true, there is a lot of other great conference sites! Once your guests are in Aarhus, everything is within a comfortable walking distance. After all - who wants to spend time traveling, while the conference is going on?

Aarhus University and Aarhus University Hospital play a significant role in building international relations in Central Denmark Region

Bent Høgen - President of Central Denmark Region



Why Aarhus?

International, lovable and works really well

Why Aarhus?

This is the question we have to answer. And we often find it hard to answer about.

The combination of being relatively small, but still having everything within reach can be difficult to communicate.

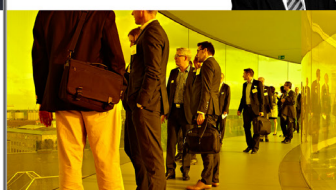
However, it is an easy story to tell that Aarhus is a compact city center with approximately 2000 hotel rooms within walking distance. It is easy to point to the fact that our conference venues can host conferences up to 2000 delegates - actually 2500 if we "count the minor" job we say in Danish.

So, the message "in Aarhus you're not" question! Well, we try to ask people that question, when they are here to visit Aarhus. On average Aarhus is rated 4.8 (1-5) by visitors away on business trips. They love it!

Another indicator is that an international team Aarhus rating just around the Top 100 in the world official statistical ranking, when it comes to the amount of international conferences. Did you know that?

For all the challenges we face and there are a few, Aarhus is well loved and well visited. The city is in the very elite, internationally, when it comes to being a destination for international conferences.

Who would have thought.



Get started - this is how it works

You see a chance to invite your international network. We can help you make it happen.

At VisitAarhus we are proud to help that network move Aarhus better. Just give us a chance to make our network of professional partners - both public and private - work to ensure your success.

Also, at Aarhus University great efforts have been made to ensure the best possible service hosting international conferences. From the first details of conference delivery to good old-fashioned quality, spending on the job at hand, when you start the first of hosting a conference.

We are here to help you with hotels, logistics, IT equipment, gala dinners, name tags, music, special events, showbooth, you name it. We know people who can take care of all the practical issues. People, who won't rest until the last guest has left the building.

Let us know how we can help you

We would be delighted to assist you with inspiration and information for planning and handling your event.

Contact information:

Alan Tønbo Christensen

Convention Manager, VisitAarhus CVB

Phone: +45 8737 5002

Web: www.visitaarhus.com

Kristian Rodin

Project Manager, VisitAarhus CVB

Phone: +45 8737 5002

Web: www.visitaarhus.com

Anders Nielsen

Head of Events and Communications Support, Aarhus University

Phone: +45 8737 3033

Web: aau.conference.aarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

VisitAarhus

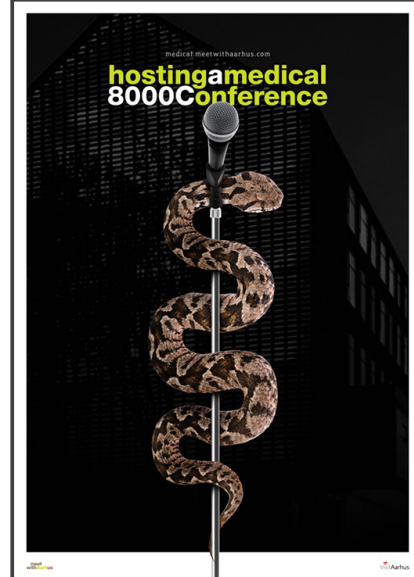
VisitAarhus



+



=



hostingamedical
8000Conference

VisitAarhus



Elements in the implementation

Offline is an important presence in the daily lives of the potential hosts. It takes care of our challenge with not being in the minds of our target group, when the opportunity arises.



Online is an important part of creating awareness and sowing seeds in the minds of our target group.

Banner ads placed on strategic sites to defined geographic ip-series. This helps narrowing in on the target group on location at the hospital. This helps bridging the gap between our message and the professional everyday life of the researcher.

In other words: When our target group is exposed to our message, he or she is at work - and only then.

Our online audience on banners and website is now narrowed down to researchers on location, visiting a highly specialized medical website. Or if the researcher is on location and has a connection on social media, who has visited the web site.

Direct Mailings from management in the medical research to our primary target group conveying our message and claiming co-ownership of the campaign. This offers the primary campaign platform with additional credibility and enhances the probability of clicks on our web banners.

Again, our message being communicated at a time, where our target group is at work and immersed in scientific matters.

Spotlight and conference equals scientific breakthrough (and vice versa).



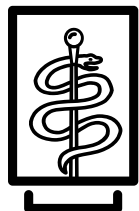


Elements in the implementation

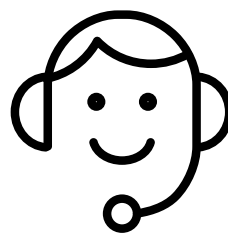
OFFLINE



PRODUCT PLACEMENT



POSTERS

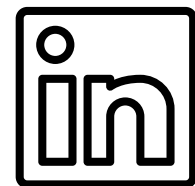


SALES CALLS

ONLINE



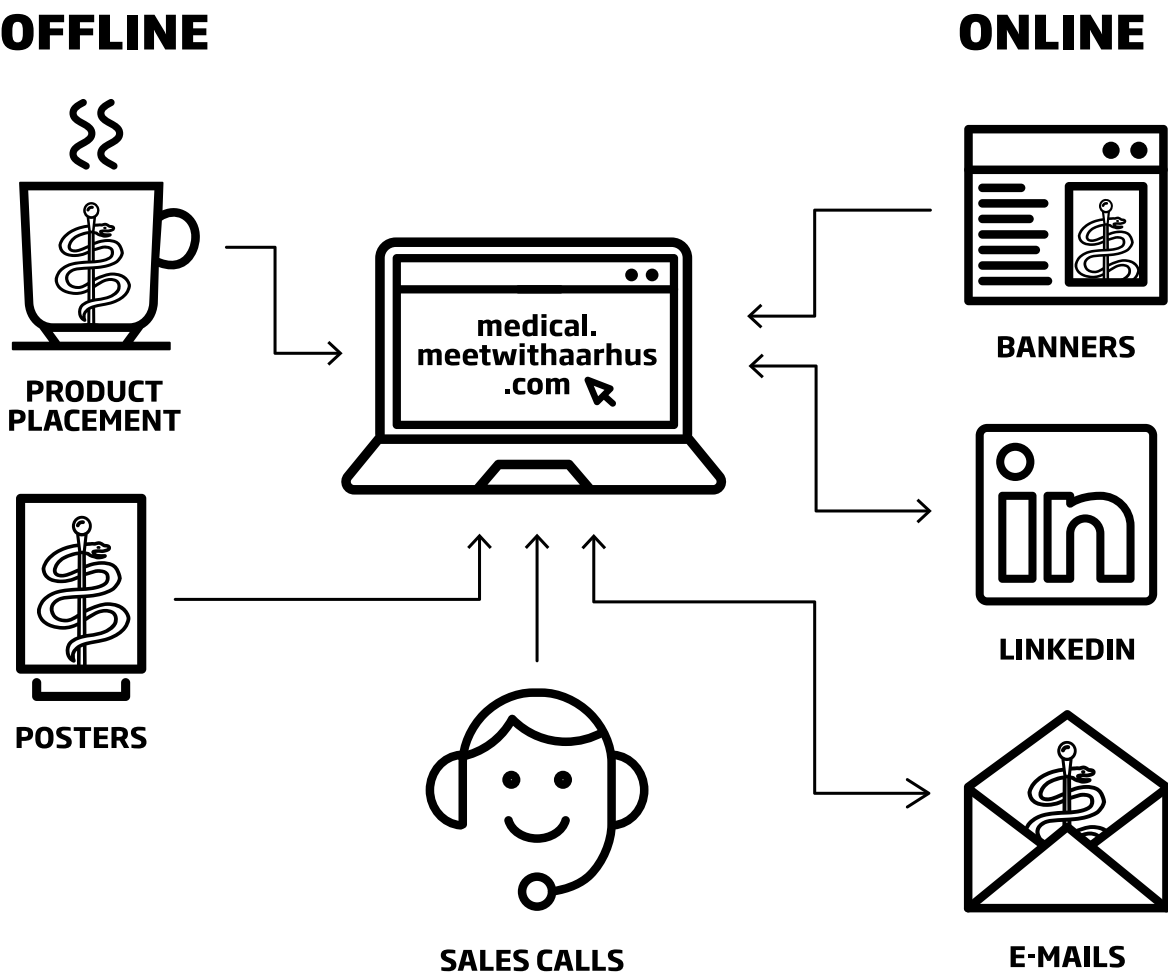
BANNERS



LINKEDIN



E-MAILS





Results

53 local key contacts in concrete international leads within medical science

Strong relationship to the academia, the university and the university hospital enabling VisitAarhus to perform sudden and unexpected marketing and unconventional events.

Signing of mutual commitment to collaborate between:



Guerilla marketing in the shape of a digital post card sent to the recipient of a national award for excellent communication of ground breaking research



Learnings for other ICCA members:

- Move the marketing to your audience
- Build meaningful and sustainable bridges to the scientific community
 - move away from sender oriented communication
- Make use of key contacts to engage in peer-to-peer marketing
- Online is beautiful but offline lasts longer and build relationships (what does your audience need?)
- Get off the high horse and communicate on a human level - eye to eye
- Patience is, in fact, a virtue
- Success does not rely on Social media communication

Allan Tambo Christiansen
Convention Manager
VisitAarhus Convention Bureau
at@visitaarhus.com
+45 8731 5003



Kristian Rødbro
Project Manager
VisitAarhus Convention Bureau
kr@visitaarhus.com
+45 8731 5018