Gaudino's Journey to Barcelona

with ESOT and Shocklogic





http://esot2017.esot.org

https://www.shocklogic.com

ICCA Best Marketing Award Application 2017

WHO ARE WE?

The European Society for Organ Transplantation (ESOT) is the umbrella organisation under which all European transplant activities are organised. ESOT cooperates with many other organisations to structure and streamline transplant activities in Europe. ESOT gathers the European and international transplant scene at its biennial Congress.



"We are very proud of the education programme we deliver, both online and onsite. The ESOT Congress is gathering approximately 3,000+ professionals, and we're always trying to put innovative formats in place, and especially to make it a special experience for the participant."

- Annalisa Ponchia
  CEO, ESOT

Shocklogic provides specialised event management software, technology and services for event organisers and associations. Shocklogic's main objectives are to support event organisers and take as much pressure off their shoulders so they can provide the best possible experience for their attendees.

"We've been working with the European Society for Organ Transplantation (ESOT) for the past 8 years. We've supported their congress with the creation of an ecosystem that consists of a robust abstract and programme management system, hundreds of available presentations and ePosters, a 24-hour webcast channel with real-time interviews and content and a powerful mobile app solution."



- John Martinez
  CEO, Shocklogic

THE CHALLENGE

As the ESOT congress only happens once every 2 years, the challenge for the 2017 congress was to find a way to keep thousands of members and delegates engaged, even while the congress is not taking place.

A strategic marketing plan was put in place long before the congress – which is taking place on 24-27 September, 2017. The aim was to create a character that would become a storyteller to accompany the participants throughout the long journey right up until being onsite.

After some brainstorming sessions, a mascot was born - in the form of a Gaudi dragon - a special nod to the congress 2017 location in Barcelona.





Our designer used the Gaudi lizard as a reference, which soon became a loveable dragon. This mascot is a character of diversity: no race, no nationality, no sexual orientation, no religion and no age. This makes the mascot more approachable and friendly for the diverse membership of the society, while changing the mindset of the committee by adding some fun to a serious scientific subject.



JOIN ME ON MY JOURNEY!

When the first images of the mascot were released, ESOT's senior experts seemed slightly puzzled. It wasn't until the introduction of a life-size cutout at a board meeting, that they were convinced. During a committee meeting, people were encouraged to take a picture with the dragon, then share it on social media, to receive a prize. So many photos were taken and shared of people really interacting with the mascot, resulting in the start of a community.



View ESOT friends *unleashing their inner dragon*:
http://esot2017.esot.org/gaudino-friends

By creating a mascot that everyone could relate to, we were able to strengthen the feeling of a unique integrated community. Shocklogic then brought the mascot to life in a series of animations, beginning with this one:



https://www.youtube.com/watch?v=XDINuH08Huk

I NEED A NAME!

The next stage of the campaign was to find a name for the mascot. The idea was to further engage the audience, by having a direct impact in the development of the congress and the society. The campaign started off with another video, asking for name suggestions in return for the chance to win free registration to the ESOT congress:

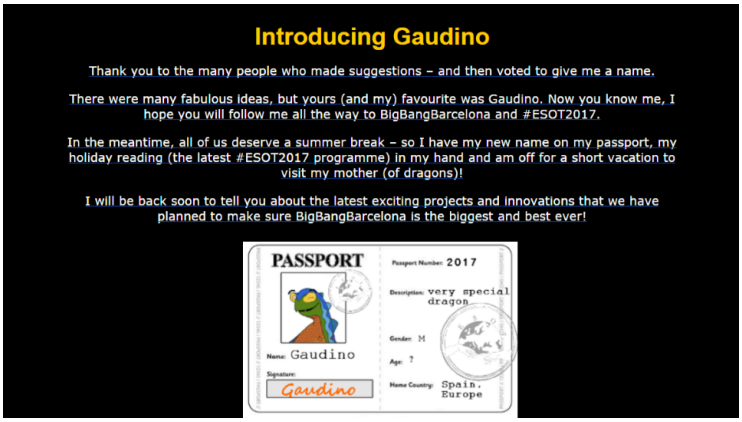


https://www.youtube.com/watch?v=5qbt8k8WT4c

The committee then met to pick their preferred names, and the shortlisted ones were put through a public vote on the official website and social media channels.



This has been the most successful campaign that ESOT has ever had.



After the votes were counted, ‘Gaudino’ was born.

THE MANY FACES OF GAUDINO

Once Gaudino received a name, his role as the storyteller for the congress grew. He was modified to show different stages of the journey to Barcelona:

Wishing everyone a good summer break



Introducing the congress programme with tailor-made education



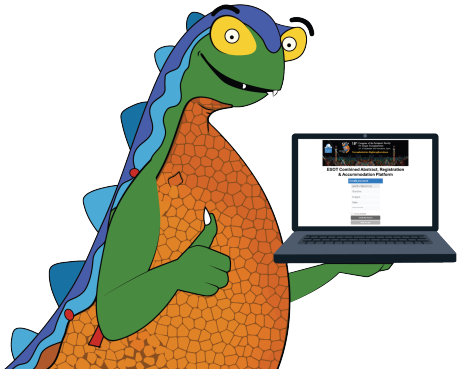
Inviting delegates to register for the congress



Inviting delegate to Barcelona as their personal tour guide



Asking for abstract submissions



Announcing that the scientific programme committee are reviewing the submitted abstracts



INTRODUCING NEW PROCESSES

With the congress fast approaching, we were faced with a new big challenge: introducing new processes and types of sessions. This included the call for abstract submissions, and creating a platform for all members of the society, regardless of their age or expertise, to share their knowledge. We created another animation to announce this new session, that will be in the style of the TV show "X-Factor".



https://www.youtube.com/watch?v=sJYKqO-tJ_g

After the Elevator Pitch format was introduced, the process was explained further via a series of videos:



https://vimeo.com/219698691

The aim of the elevator pitch is to encourage presenters to share their ideas and create competitive science.



https://www.youtube.com/watch?v=N71PCiTYd8U

NEWSLETTERS & SOCIAL MEDIA

Gaudino appeared in nearly every weekly newsletter from ESOT, and very often on social media. He was used to make important announcements of this record-breaking campaign:





http://esot2017.esot.org/esot2017-image-competition









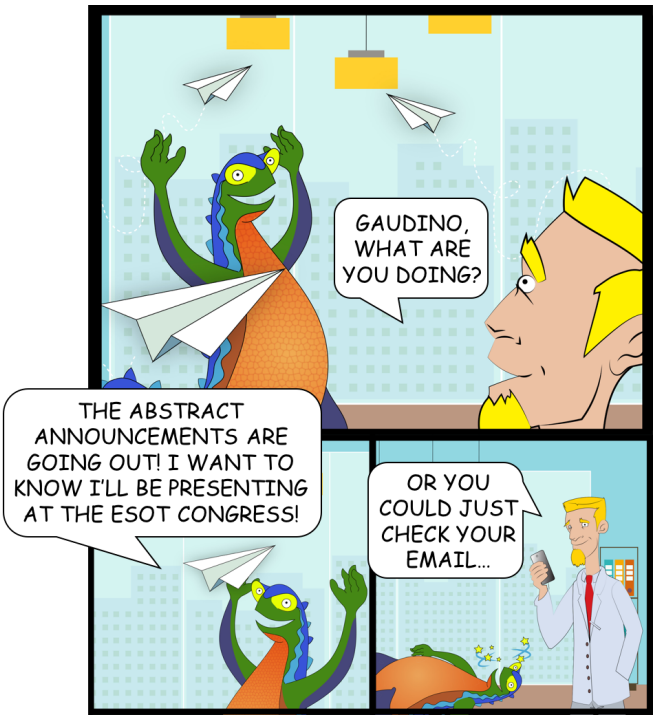






COMIC STRIPS

Comic strips were created to continue the story of the congress, and were shown in both newsletters and social media, covering different ESOT activities.



ABSTRACT ANNOUNCEMENTS



LATE-BREAKING ABSTRACT SUBMISSIONS



CAMPFIRE SESSIONS

INNOVATION & CREATIVITY



It was key to show the delegates the monumental transformation the congress and the society had gone through over the years. Especially how we managed to get the congress to its current “paperless” form and create a snapshot of how scientific and academic content will be managed at conferences of the future. We’ve introduced hundreds of unique technology initiatives to the conference, but this has all been happening gradually. We’ve had the patience and constant commitment to allow for these changes to happen. Innovation has no shortcuts – it requires a lot of care.



Each and every delegate at the congress is entitled to a mobile tablet, as part of their registration fee, that they can use for the whole duration of the congress. Participants are also able to download the app to their personal devices. Shocklogic created the unified profile – which provides one single platform where all participants can have access to registration, paper and poster submission, a mobile app, and extra content.

The congress is a product of incredible collaboration. Shocklogic is at the core of the whole integration of suppliers that are taking care of the congress. We strongly believe in coopetition, which is the practice of cooperating with your competition – there is ‘enough food for everyone’! We have understood that we’re only stronger by pairing our leading technology offer with the innovative ideas of other companies out there, and continue to work towards a positive culture in our industry.

Even though organ transplantation is a serious subject, we really wanted to bring it to life, and make the journey to the congress fun and interactive. The team got creative by introducing items such as luggage tags, featuring Gaudino.

It has taken time to change the mindset of a diverse membership, that includes a very mixed committee with resistance to change. We learnt a lot about the art of storytelling, and how to engage all our stakeholders.







Watch this video to meet THE most innovative Scientific Programme Committee:



https://www.youtube.com/watch?time_continue=2&v=6ROBD5w9CvQ

#STRONGERTOGETHER

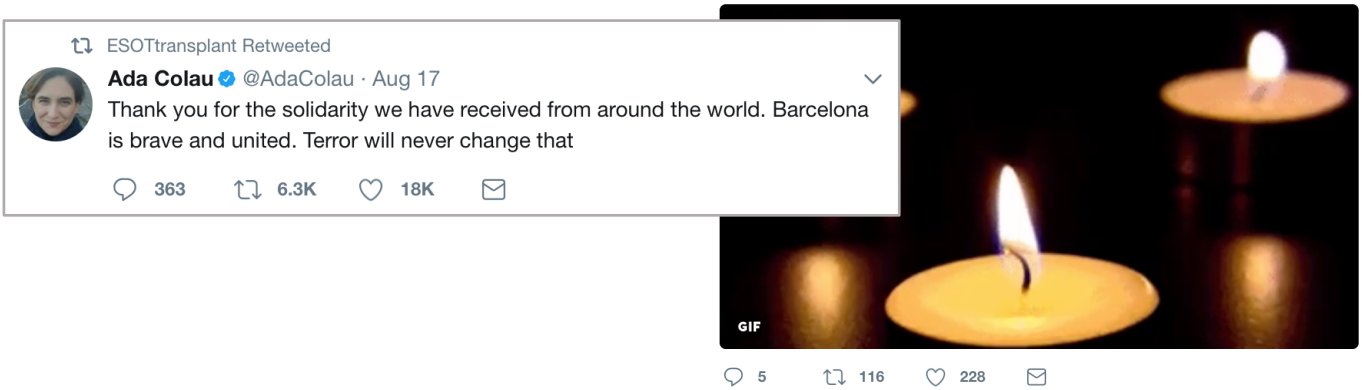
After the tragedy that took place in Barcelona on 17th August 2017, ESOT posted this statement on their website:

“All of us at ESOT were shocked and saddened to hear of the recent attacks in Barcelona. Our thoughts are with the individuals and families of all those affected. We would like to reassure the international transplant community that the ESOT 2017 Congress will continue as planned, from September 24-27, at Centre de Convencions Internacional de Barcelona (CCIB). While security arrangements are already in place at the venue, the ESOT Council and the ESOT Congress Team are liaising closely with local authorities to accommodate further measures as necessary. Further updates will be provided on the Congress website and in our weekly Congress newsletters as appropriate. We hope you will join us in standing with the citizens of Barcelona as they recover from the senseless acts of August 17th. ESOT stands with Barcelona; in times of adversity, we are #StrongerTogether.”

Shocklogic’s John Martinez stated “We can’t let terror deter us from getting together and growing. This is why Gaudino, ESOT and Shocklogic believe that we are all #StrongerTogether.”

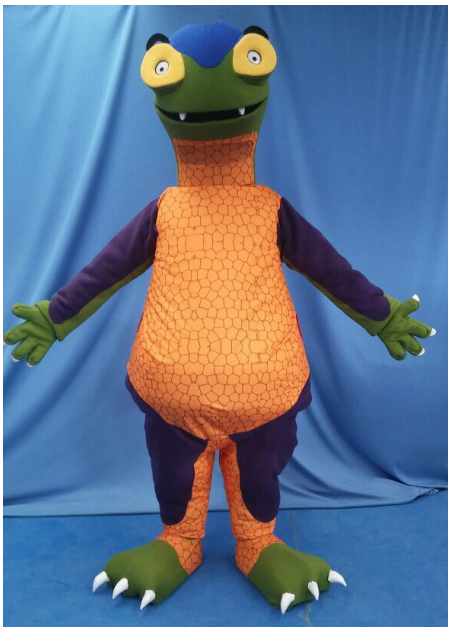






BRINGING GAUDINO TO LIFE

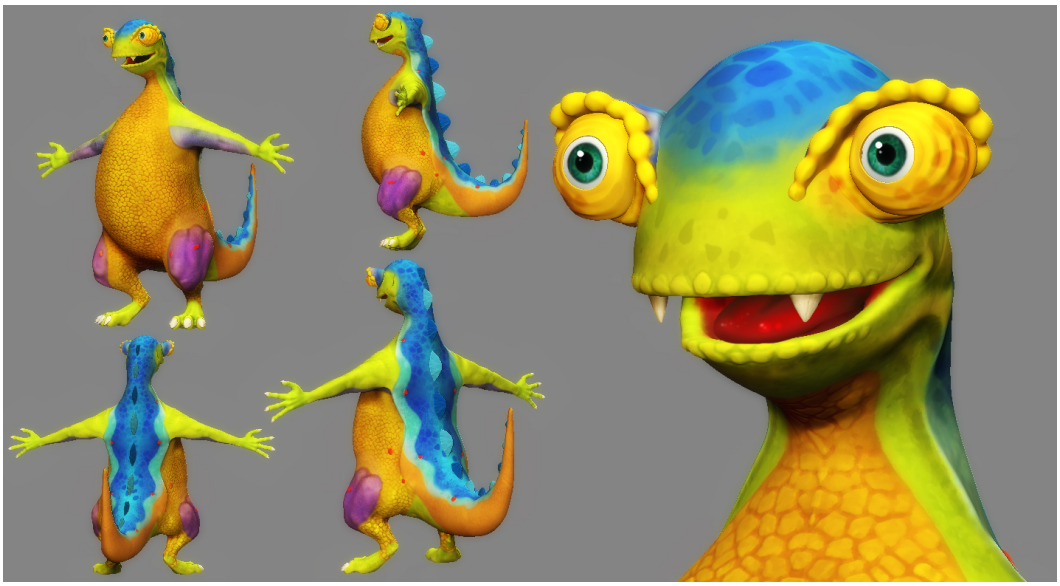
With the ESOT Congress taking place this month, Gaudino's journey is coming to an end. We have a big surprise for the delegates when they arrive onsite in Barcelona. The real life-size Gaudino will welcome them to the Congress, and accompany them throughout the week. This will mark the final part of his journey. There's an idea to have Gaudino handing over to the new mascot for the next Congress – which is of course, a secret!





For the ICCA Marketing Award we plan to bring a life-size Gaudino with us on stage for the presentation and let Gaudino charm the audience with his incredible story.

Gaudino is destined to endless possibilities. He is currently being turned into a 3D model that will provide a Virtual Reality (VR) game and experience.

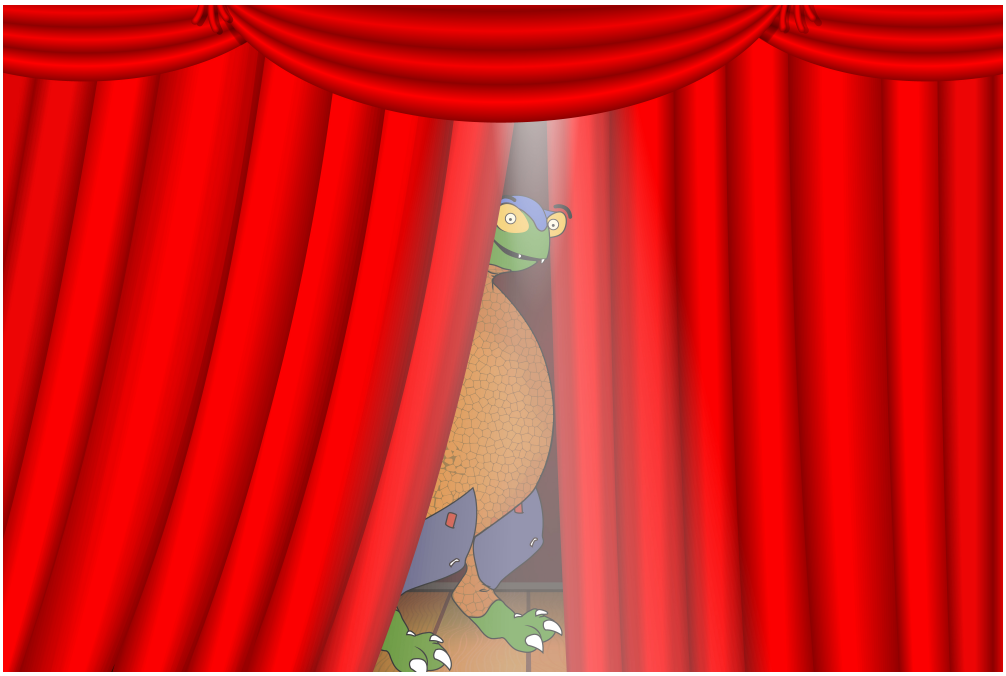


TARGETS/OBJECTIVES

A large amount of new items were introduced to the 2017 Congress, such as the Elevator Pitch presentation and the Image Competition, and Gaudino was the face of these. He has encouraged thousands of practitioners to share their knowledge, with unprecedented results. This has greatly contributed to this health sector by highlighting the importance of understanding the diverse nature of organ transplantation practices, and how we can train the next generation.

The main aim of the creating Gaudino was to play the role of the storyteller and engage participants – and this objective was definitely met. He has made people feel part of a community, they recognise Gaudino as the face of the Congress, and there has been a very good financial return.

With over 4,000 delegates expected to attend the congress on 24-27th September, Gaudino has created a massive amount of engagement and a rich community leading up to the event - with lots more in store. With Shocklogic's help, ESOT has managed to break the mould, adding fun and a personal touch to scientific conferences. Gaudino has exceeded all expectations before the event has even taken place!



Now Gaudino is waiting patiently at the wings to meet everyone at the Congress – with some surprises in store! See you in Barcelona!