

CASE STUDY

Delivering Operational Excellence

Our Professional Congress Organization (PCO), Technical Production and other meetings and events capabilities “make it happen” – they connect the best people in the right places – on time, on budget and seamlessly.



**WORLD HEART
FEDERATION®**

2010 World Congress of Cardiology (WCC) HEALTHCARE / ASIA-PACIFIC

Challenge

Engaging Local Markets While Meeting Global Expectations

The 2010 WCC was the World Heart Federation's first congress in China, and one of the first international meetings hosted by the new China National Congress Center (CNCC) in Beijing. The World Heart Federation, headquartered in Geneva, Switzerland, was looking for an event that would be executed flawlessly and introduce overseas visitors to an unfamiliar culture, while maintaining the highest service standards of the global meetings industry. Organizers also hoped to attract attendees from the growing audience of cardiologists in China.

of visa and travel challenges for international delegates visiting China, MCI focussed on delivering the client's message to the Chinese cardiology profession in a way that was both linguistically and culturally appropriate. Onsite, MCI personnel combined skill, diplomacy, and creativity to reinforce project specifications, and were ready to execute robust contingency plans when needed. Throughout, the operating principle was to put people first, ensuring that participants had a memorable experience and echoing the CNCC's strong tradition of proactive customer service.

Lasting Results

“MCI didn't just make a difference. They did a fantastic job. Working with their office in Geneva, we could have our questions answered in minutes, rather than managing time zones with a local PCO. Yet their local presence in China was the key to our ability to engage our local market.” – Enzo Bondioni, Director of Finance and Administration, World Heart Federation.

MCI's solution

Before the Congress, key members of the organizing team met at length with local partners and vendors, making best efforts to convey complex and precise logistical instructions. Alongside addressing a host

Why MCI?

Holding a successful global congress in Beijing was an important landmark that enabled the World Heart Federation to reach a large and growing audience of cardiologists in China and around the world. The Federation entrusted the 2010 World Cardiology Congress to MCI because of the firm's on-the-ground experience in Beijing and its proven ability to communicate and organize across languages and cultures.

