



CIMGLOBAL™

65th Annual Conference of Cardiological Society of India

December 5 - 8, 2013
BIEC, Tumkur Road, Bangalore

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CIMGLOBAL™

CIMGLOBAL CLIENT CASE STUDY

65th Annual Conference of the Cardiological Society of India

“The 65th Annual Conference of the Cardiological Society of India was another milestone in the fabulous journey of CIMGLOBAL. CSI is a major annual conference of India which attracts an average of around 4000 delegates every year. The venue of CSI 2015 was away from the city and had resistance from delegates due to difficulty in commuting. This was a major challenge and CIMGLOBAL overcame it by arranging efficient transportation services for the delegates including pick ups & drops and well planned shuttle services to different parts of the city. Spouse programmes organised at a separate venue closer to the city was also well appreciated.”

CSI 2013

About the organization

Cardiological society of India is an association of cardiology physicians which aims at the advancement of scientific knowledge and research in relation to the cardiovascular system in all its aspects to improve our basic understanding and to find better preventive measures and treatment of all types of cardiovascular diseases. CSI is presently headquartered in Kolkata.

Determined goals

- Enrich knowledge, stimulate thought and enhance learning experience.
- Provide an overview of emerging concepts in cardiology in 2013 with special emphasis on how they impact cardiology practice.
- Encourage audience interaction especially in case based sessions and guidelines sessions.
- Provide an exclusive PG track which will help the fellows in training to understand basic concepts in cardiology.
- Emphasize on initiatives to facilitate original research in cardiovascular medicine in India.

- Create a unique platform for the array of eminent international and national cardiology practitioners to come together.
- To renew old friendships and create new ones.
- To showcase latest equipment and services used in cardiology.
- To create an extra ordinary experience for the participating delegates through thought provoking scientific sessions, networking evenings and entertainment activities.

CSI
2013

Created value

CIMGLOBAL was responsible for the overall planning and management of the conference and following were the key areas where CIMGLOBAL's services provided value addition to the clients.

1. Registration for delegates: CIMGLOBAL successfully registered and managed over 5000 delegates and managed their onsite registration and check in flawlessly.

2. Manpower deployment & management: CIMGLOBAL deployed and managed manpower for the entire period of 1 year for successful planning and execution of the conference. The manpower deployment in different areas in the host city like the venue, airport, railway station, different hotels, pick up areas etc. played a major role in the success of the conference and was widely appreciated among the clients and delegates.
3. Designing and printing of event marketing material: CIMGLOBAL's in house designers did a commendable job in coming up with the fantastic designs of conference promotional materials and other collaterals used for marketing as well as at the venue during conference days.
4. Audio Visual management: CIMGLOBAL coordinated with the audio visual service provider and ensured the smooth proceedings of the scientific sessions and the inaugural and closing ceremony.
5. Banqueting management: CIMGLOBAL was responsible for ensuring well organized banqueting services to the delegates. CIMGLOBAL successfully managed a crowd of 5000+ during lunches & dinners through bar coded badges and well trained staff.
6. Entertainment programs: CIMGLOBAL successfully coordinated and managed over 150 artists who performed in various entertainment programs organized during the conference.
7. Travel Management: CIMGLOBAL ensured hassle free shuttle services from the venue to different parts of the city and managed individual pick up and drops. Travel help desks were arranged at the venue, airport and the railway station. The venue being away from the city, transport management was a major task and CIMGLOBAL's

dedicated efforts made commuting easy for the delegates.

8. Spouse programs: CIMGLOBAL successfully managed to engage 1000+ accompanying delegates in various activities arranged at a different venue and local sightseeing trips. The wide range of activities and well planned and scheduled trips were well appreciated by the participants and the organizing committee.
9. Exhibition management: CIMGLOBAL was well appreciated by the organizing committee, exhibitors and sponsors for the excellent management of the exhibition floor. The planning & coordination with exhibitors & service providers were applauded by all. CIMGLOBAL, hence ensured well satisfied exhibitors and their continued participation in the coming years.



Delivered results

- Delegates: 4200
- Accompanying Persons: 1000
- Introduced online abstract submission in CSI conferences.
- Transport Management: More than 100 airport transfers, 50+ city shuttle services.
- 30+ International speakers.
- 400+ National speakers
- Research Methodology workshop introduced.
- International standard venue.

- The venue being away from the city, had resistance from the delegates and the same was overcome with well planned transport arrangements and spouse programmes arranged at a separate venue closer to the city.
- Introduced dedicated spouse programmes at a different venue.