



“INXPO’s hybrid extension allowed us to bring together Urologists from over ninety countries to learn and share best practices.”

- Société Internationale d’Urologie

Who is SIU

SIU is the world’s leading international urological association. For over a century, SIU has been providing education and training to urologists in over 100 countries. SIU’s 4,000 members from 120 countries represent the full spectrum of clinicians and investigators from all urological sub-specialties. SIU held their 34th Congress in Glasgow, Scotland, which featured a timely program with international experts and global leaders who shared their insights and experiences in a variety of session formats. For the first time in its history, the Congress included a hybrid extension, which allowed those unable to travel to still benefit from the scientific program.

Goals

- › Drive attendees to visit and interact with speakers and exhibitors to reinforce education
- › Engage new and existing members to participate and attend physically at future congresses
- › Leverage mobile access to reach a wider audience through the virtual extension

Approach

SIU partnered with INXPO to produce a **Hybrid Event Solution** for their annual congress. The event was held over 3 days with over 17.5 hours of streamed video content. Virtual attendees were able to access the live congress via their computer or mobile device to take part in content, discussions, and visit with exhibitors in the expo hall. Content was also placed on demand after the live congress for registrants to revisit sessions or login to view content they could not attend physically. Accessing the congress virtually created an event-wide “buzz” increasing anticipation for future SIU events. The hybrid extension allowed members to spend less time away from their practice and optimize learning time spent at the congress.

Results

