

3205

Total Delegates

1102

International Delegates

202

International Speakers

52

Sponsors and Exhibitors

3.62 Cr

Delegate Reg. Amount

11.39 Cr

Sponsorship and Exhibition Revenue

5

Total No. of Days

13+

Parallel Sessions

200+

Total Sessions

27th Asian Pacific Association for the Study of the Liver (APASL 2018)

Date- 14-18 March 2018, Aerocity, New Delhi

Venue – Hotel Pullman, Hotel Novotel, Hotel Hyatt Andaz, Aerocity, New Delhi

Objectives- To achieve the higher number of attendees from the previous edition in Shanghai, China and, to generate more revenue as compared to the previous edition of the conference happened in India in 2008.

Introduction - The APASL 2018 was the 27th edition of the conference, which is one of the most reputed international liver conferences in the world. The most renowned Professor and Doctor of Hepatology, Dr. Shiv K Sarin, Director of ILBS, New Delhi and Hon. President of APASL was the Patron and Dr. B C Sharma was the President and Chairman of the Organising Committee.

There were over 200 sessions and 15+ workshops spread across 5 days in the conference and various deliberations happened on the best practices regarding liver diseases, such as Viral Hepatitis, Liver Cancers, NASH, Liver Failure, Portal hypertension, Alcoholic Liver Disease, Liver Transplantation, Pediatric Liver Diseases, Liver Radiology, and other topics.

Challenges – Alpcord was given the whole responsibility of planning and execution of the whole project 2 years down the line. The project planning, actioning and successful management of the whole conference of such a magnitude was itself a challenging task.

Solutions – Apcord applied the project management approach and used the technology tools to manage the whole operations of the conference. A dedicated project management team was appointed for managing the end to end operations. A dedicated team was appointed for the Delegate registrations and sponsorship and exhibition selling. A dedicated team was responsible for end to end hospitality and accommodation management.

Major Work - We promoted the conference extensively in many countries, many exhibitions and related events. We run various promotion drives for delegate acquisition. We managed the whole secretariat and coordinated with delegates, speakers, sponsors, exhibitors, organising committee, venue, vendors and other stake holders.

Results – The client appreciated our services immensely. The conference was in good profits and covered widely in both national and international media. It was RANKED as one of best APASL Conference ever organised by the International committee.

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