



KOSCON 2015 - SUCCESS STORY

## Redefining Attendee Engagement at Medical Conferences

## Client Profile

Karnataka Ophthalmic Society is one of the largest State Societies in India affiliated to the All India Ophthalmological Society. It is academically a very active society with membership strength of over 2100 life members. The 34th Annual Conference KOSCON was held at Hubli, Dharwad between 20th and 22nd of November 2015.



Karnataka State  
Ophthalmic Society  
[www.koscon2015.in](http://www.koscon2015.in)

## Objectives

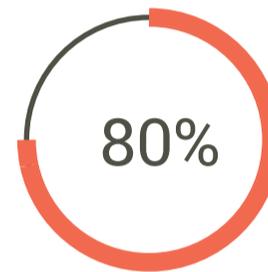


Make KOSCON 2015 interactive and **reducing paper** to Go Green

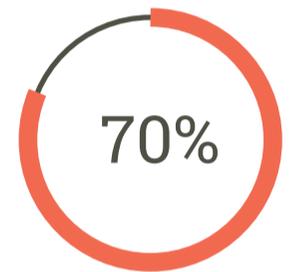


Create a **digital hub** for all event information and **engagement**

## Results



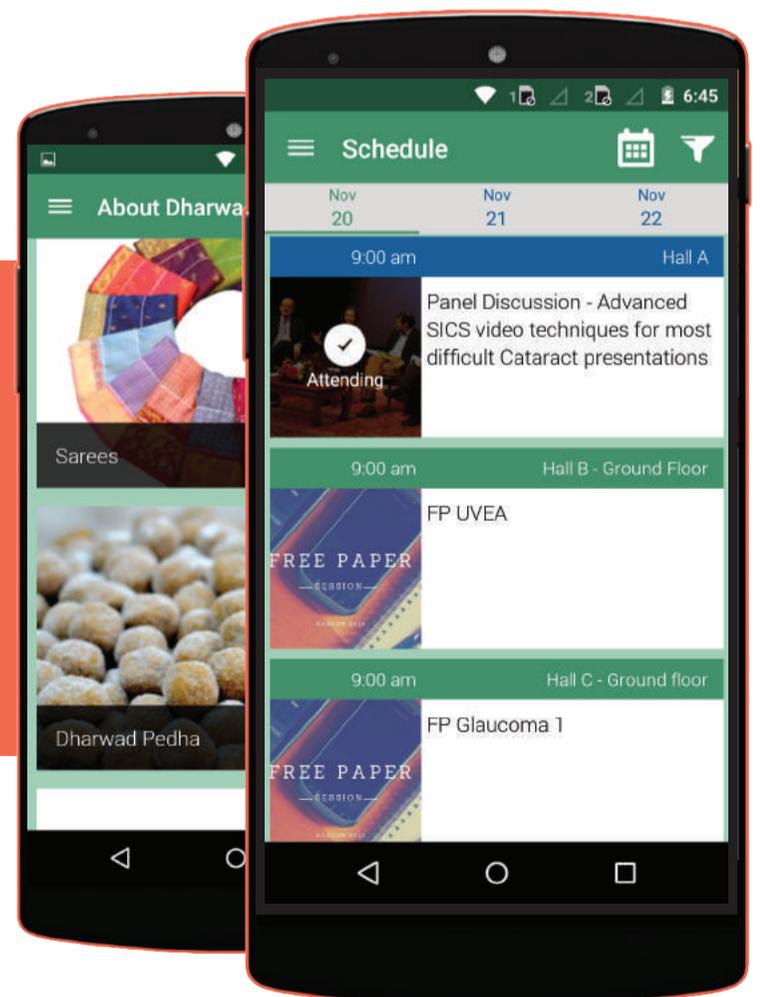
Attendees used the app for all event needs



Overall Attendee Engagement increased

“What an App. I am overwhelmed. I haven't witnessed such experience in any state, national or international conference. Take a bow”

- Attendee at KOSCON 2015

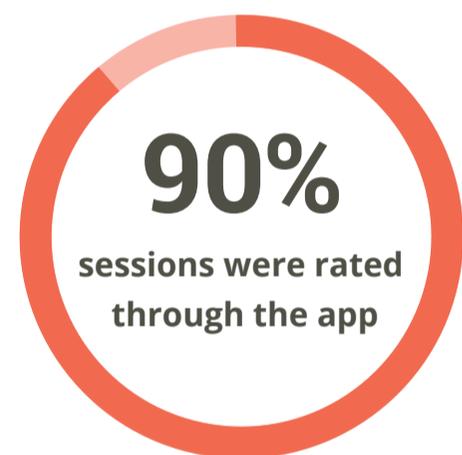
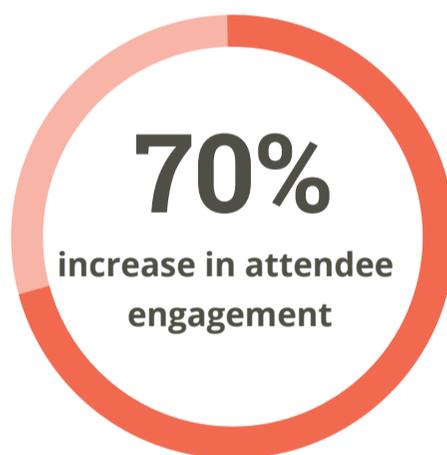
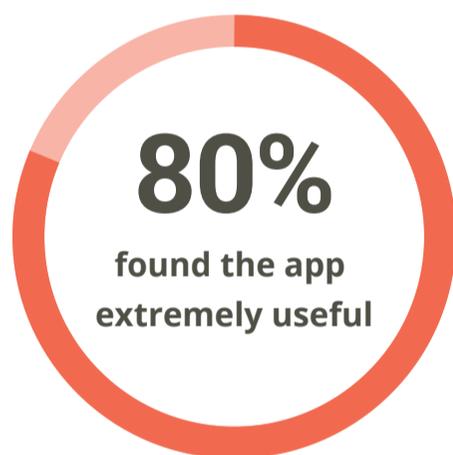


# Go Green - One of a kind, paperless Medical Conference

Medical conferences print a lot of collateral – paper abstracts, agenda, brochures etc. KOSCON made it their vision this year to elevate the event experience by going paperless, and adopt a digital platform.

KOSCON Organizing Committee approached Carrot to create the app as the central digital hub for all important event updates and to stay connected with the organizer, speakers & fellow attendees throughout the event.

The KOSCON 2015 mobile app, powered by Carrot, displayed interactive real time content, enabling attendees to engage in two-way interactions. More than 80% of the attendees downloaded the app before the event. Carrot's gorgeous design & smart technology made it possible for attendees to view sessions and create personalized schedules. Attendees could also download a range of presentation materials from medical abstracts to lecture notes, product brochures, and even plan their visits to local attractions through the app.



"This year, we hosted the KOSCON conference with an objective to Go Green. Carrot helped us to reduce paper collaterals. The digital agenda was instrumental in enforcing a successful paperless event. Especially since we were running parallel sessions at multiple halls. Attendees sitting in hall A, were able to check the schedule & view the session going on in the other halls"

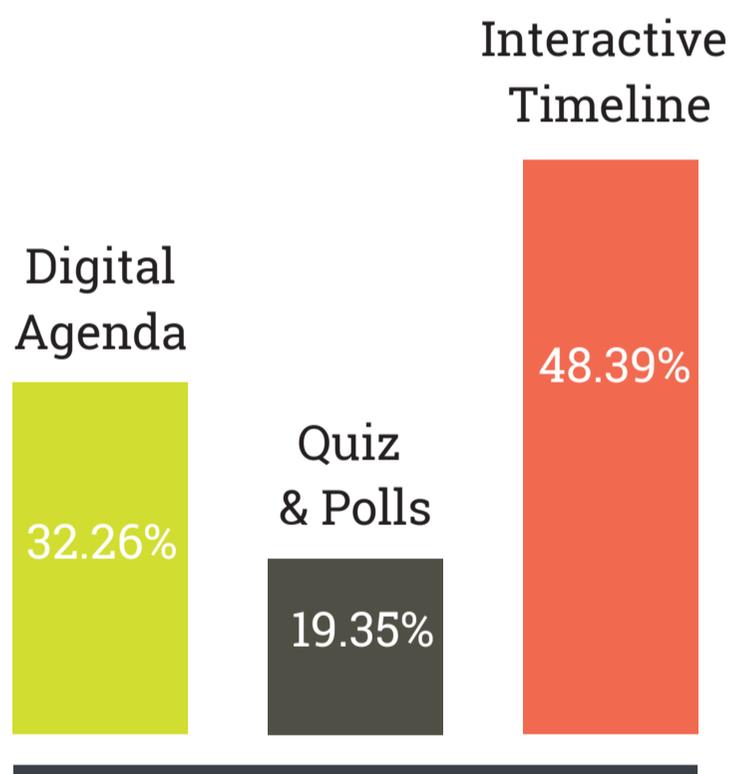
- Dr. Shrinivas, the chair of organising committee for 34th edition of KOSCON

# Digital Engagement - Building Private Social Communities

The KOSCON Mobile app was not just a replacement of paper brochures. The app provided many interactive channels for attendees to post their comments, photos, respond to polls, quizzes and much more. Even conference delegates who were not present at the venue could stay tuned to the buzz of the event.

KOSCON attendees embraced the interactive event activity timeline, with the organizing team constantly communicating latest updates, reminders, and photos from across the conference venue. Attendees even used the app to post their questions to speakers, and provided their feedback and rating for the sessions.

## Most used feature in KOSCON 2015



More than 90% sessions were rated through the app. Adoption of the app steadily increased as the information was real time and relevant. Attendees could use the app effectively even when offline.

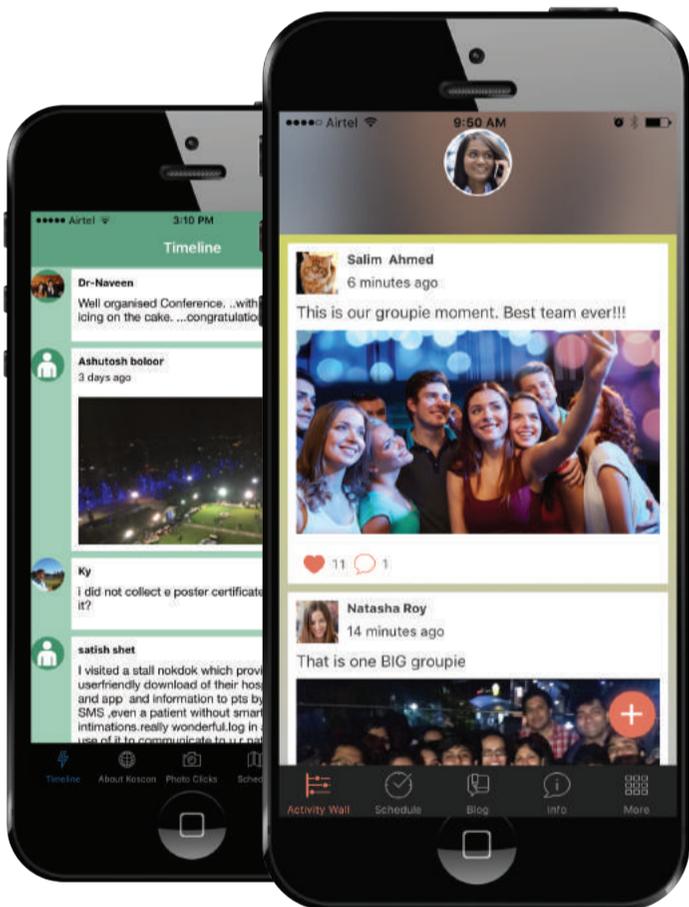
“The app was very effective in staying connected with the attendees. It seamlessly fed live updates and notifications to the attendees. We could even manage attendee travel needs with live bus schedules and updates”.

- Dr. Shrinivas, the chair of organising committee for 34th edition of KOSCON

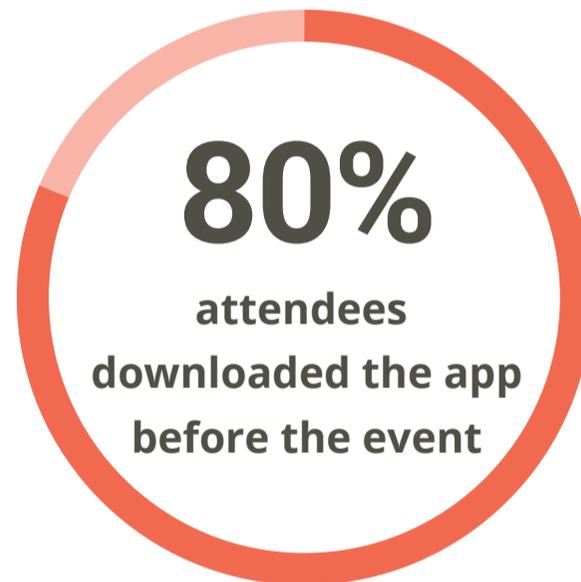
# Injecting Fun in a Professional Conference

Medical conferences typically include discussions, paper presentations, and lectures on serious topics. As such, it becomes very crucial to hold the attendees' attention span constantly and throughout the event; and the gamification provided by the app enhanced the attendee's experience and engagement.

The KOSCON organizing committee conducted a number of pre-event quizzes through the app. The pre-event quizzes kept the attendees actively engaged on the app much before they arrived at the venue. KOSCON also ran a fun-filled groupie contest on the app, which was quite a hit. What started out as a serious medical conference, ended up creating enjoyable and unforgettable memories.



Attendee engagement on the app peaked during the conference with over 2000 posts, photos and interactions on the app.



"The app provided a conducive forum for attendees to interact and socialize, so much so that they forgot using Facebook for 3 days..."

- Dr. Shrinivas, the chair of organising committee for 34th edition of KOSCON

"Excellent App!  
Practically everyone has used the app and even those who did not attend the conference were following it closely."

- Attendee at KOSCON 2015



## Contact Details

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