

# EuCAP 2014

CIMGlobal Client Case Study

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## EuCAP 2014

### About the organization

The European Conference on Antennas and Propagation (EuCAP) is organized yearly by The European Association on Antennas and Propagation (EurAAP) since 2006.

EuCAP 2014 was the 8th European Conference on Antennas & Propagation organized by the European Association on Antennas and Propagation (EurAAP) since 2006. The previous successful editions took place in Nice, Edinburgh, Berlin, Barcelona, Rome, Prague and Gothenburg. The average attendance is around 1000 delegates.

### Determined goals

The local organizing committee envisioned EuCAP 2014 to be a record breaking event within the series in as many aspects as possible.

- Increased Exhibition & Sponsorship
- More participants
- More interest for short courses



### Created value

#### Increased Exhibition & Sponsorship

To increase the size of the exhibition and the amount of sponsorship we have started preparations earlier than usual. We worked throughout the year to tighten the relationship with the Industry by visiting related conferences and meeting the companies and organizations in person.

Both the organizing committee as well as CIMGlobal staff have actively engaged in this person-to-person relationship building.

Next to the in-person relationship building, we have also determined a list of leads and divided them among the organizing committee to be followed up on.

#### More participants

Getting more participants to the conference would add more value to those exhibitors and we have used the strength of the early dedicated exhibiting companies to help grow the participant levels by announcing their product launches and live demonstrations.

A thought through price strategy can also cause an increase in attendance levels. For EuCAP we have promoted a two day fee for those interested in only part of the EuCAP program, allowing them to visit two instead of five days.

#### More interest for short courses

Short courses were normally given pre-conference, on Sunday. These courses are paid for, in-depth half day courses which a participant needs to register for in advance. By moving these to the last day of the conference participant numbers have increased significantly.

### Delivered results

EuCAP 2014 has brought us the following record breaking numbers:

- Record breaking exhibition with an increase of 68% in exhibitors.
- From 3 to 5 platinum sponsors
- 25% more abstracts submitted
- 13% more participants
- 50% increase in pre- planned social activities

We are proud that these results have caused EurAAP invite us to bid for EuCAP again.