



CCACD - 2018

Increased Registration Through Creative Email Marketing by 21%

 **1055** ^{↑21%}
DELEGATES

Cleveland Clinic Advanced Certificate Course in Diabetes

Date: 18 - 19 August 2018

Location: New Delhi, India

Mandate: To manage the entire conference from registrations to certificate distribution.
To manage exhibitors and sponsors.

 **135** ^{↑28%}
EXHIBITORS

The Overview:

The CME was organized by Dr. Makkar's Diabetes and Obesity Centre in collaboration with Cleveland Clinic, Ohio, U.S.A. The course focused on developments in the understanding of diabetes and their clinical implications in a highly interactive format.

 **25+**
SPONSORS

Cleveland Clinic is one of the world's largest and highly acknowledged center of excellence for providing diabetes care in the United States. Currently, Cleveland Clinic is listed as one of the three top diabetes centers in the world.

CIMGLOBAL executed this event for 5th consecutive year.

 **35+**
SPEAKERS

The Challenges:

Major challenge was to outnumber the previous year's attendance which itself was maximum of all editions.

Unexpectedly we had to make sure that the registration process goes off smoothly on day one as the required material arrived very late a day prior to the conference.

 **8+**
SESSIONS

The Solutions:

We were required not only to attract new delegates but also to retain delegates who attended previous editions. We decided to market the event by extensive email blasts with numerous creatively designed mailers providing brief in-depth information about the interesting course contents provided by our client Dr. B M Makkar. It was extremely exciting to see that our efforts paid off and the registration numbers increased by 21%

 **6**
WORKSHOPS

This event happened just after the public holiday of 15th August (Indian Independence Day) when nothing is functional in Delhi NCR area. Due to some delayed receipt of presentations from some of the prominent speakers, the printed material arrived late a day prior to the conference at the venue. Team CIM again proved its mettle. With the help of our professional vendors, we worked overnight and CIM was ready on time to welcome the delegates with everything in place. The conference was very smoothly delivered to the utmost satisfaction of our valued client.

21%

Increase in
Registrations