

# EuroAsia Grows Attendance Rate by 6x With Micepad

2020  
EuroAsia

12-13, 2020

International Convention Center  
醫院國際會議中心

台灣急重症  
聯合年會

Sep. 12-13, 2020



# Case Study

European Society of  
Intensive Care Medicine

Taiwan Society of Critical  
Care Medicine

Taiwan Society of  
Emergency & Critical  
Care Medicine

## The Organizers



*The Intensive Connection*



Taiwan Society of  
Critical Care Medicine



Taiwan Society of Emergency &  
Critical Care Medicine

The European Society of Intensive Care Medicine (ESICM) supports the advancement of knowledge in intensive care medicine of critically ill patients and their families through education, research and professional development.

The Taiwan Society of Critical Care Medicine (TSCCM) aims to increase research on critical care medicine, introduce updated treatment and facilitate global academic exchanges.

The Taiwan Society of Emergency & Critical Care Medicine (TSECCM) promotes critical care medicine, training and collaborate with other critical care medicine societies.

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## The Challenge

ESICM, TSCCM, TSECCM hosts its annual flagship event called 'EuroAsia'. In view of the COVID-19 pandemic, foreign delegates could not come to Taiwan to attend EuroAsia, resulting in the event being postponed for 6 months.

With a greater need for upskilling medical professionals in the current climate, a solution for event continuity was more critical than ever.

# The Solution

ESICM, TSCCM, TSECCM decided that it was time to transform into a hybrid event.

They approached Micepad for our expertise, where our software gave them the opportunity to host a in-person event, livestreamed to medical professionals all over the world.

With support from the team, ESICM, TSCCM, TSECCM were able to successfully launch their first hybrid event, EuroAsia 2020.



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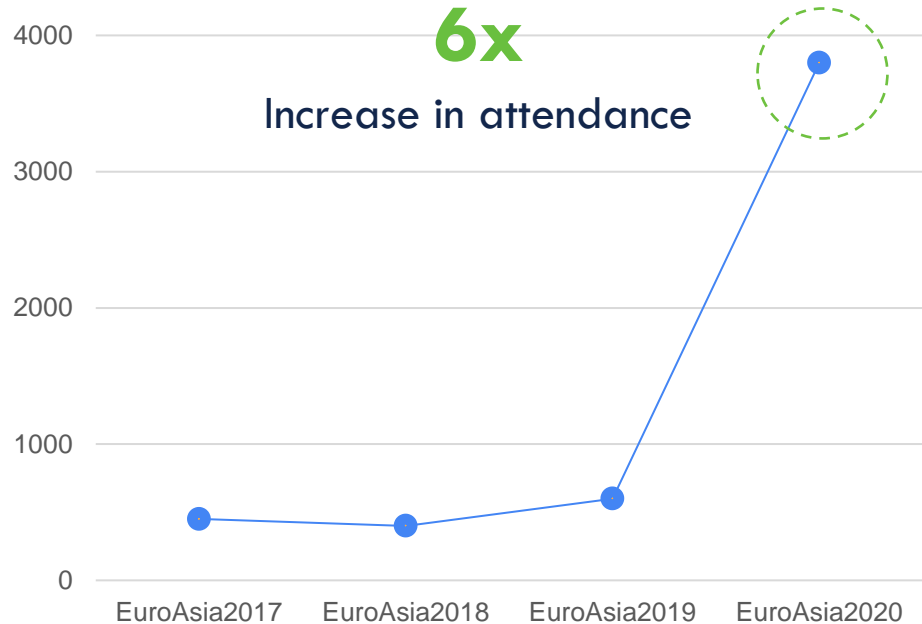
European Society of Intensive Care Medicine

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## The Results

The transformation from an in-person to a hybrid event was a huge success. Compared to the previous year of EuroAsia, there was an 6x increase in attendance rate.



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## The Results

**6X**

Increase in attendance



**In-person**

2,472 local  
attendees



**Virtual**

3,348 local & foreign  
attendees

(Some physical attendees also  
attended virtual)

287 Speakers

129 Sessions

6 Sponsors

20 Exhibitors

“ Micepad platform allows attendees to use their laptop and mobile device to watch the live stream, and switch between conference rooms at any time. Attendees can also raise questions on the platform immediately, which greatly increased engagement for our hybrid conference! Attendees from abroad were able to join us online during the COVID-19 pandemic. We had a very good hybrid conference experience with Micepad. (original in

Chinese)”



Tony, Yu-Chang Yeh  
Chair of Scientific Affairs  
TSECCM

# Power Up Your Hybrid Event Today

Let Micepad show you how

[Book a Demo](#)