

# STANDING OUT FROM COMPETITION WITH A CLEAR BRAND AWARENESS CAMPAIGN

17<sup>th</sup> Migraine Trust International Symposium – The Migraine Trust (MTIS)



## PROJECT

Full Congress Management (PCO)

## TARGET AUDIENCE

Clinicians, scientists & migraine patients

## LOCATION

London, UK

## SERVICES

Analytics, Digital Marketing, Abstract & Registration management, Exhibition

## CHALLENGE

MTIS' fundamental mission is to improve the life of patients. MTIS 2018 faced competition from similar events held around the same time; the headache symposium needed to stand out and vie for the same target market.

## SOLUTIONS

MCI UK identified leading medical sponsors and created clear communication touch points. Understanding sponsors' unique requirements helped shape the prospectus and nurture meaningful relationships two years ahead of MTIS. MCI UK's marketing campaign distinguished MTIS from competing events and raised brand awareness with its clear, bold identity. Encouraging junior trainees to contribute to the programme and hosting it during Migraine Awareness Week also helped to differentiate MTIS. On the last day, the public were invited to a Public Event to learn about developments from internationally recognised leaders like Professor Peter Goadsby, Professor of Neurology at King's College London.

## RESULTS



Find out more: [www.mci-group.com/contact](http://www.mci-group.com/contact)

