



**ibtm**<sup>®</sup> AMERICAS

How to create the world's  
most innovative conference



# Como crear la conferencia más innovadora del mundo



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**Powerful technology solutions for  
events, meetings and members**



**Membership  
Registration & Badges  
Programme/Agenda  
Scanning  
Exhibition  
Mobile App  
Digital Marketing  
Services**



# OUR CLIENT LOCATIONS





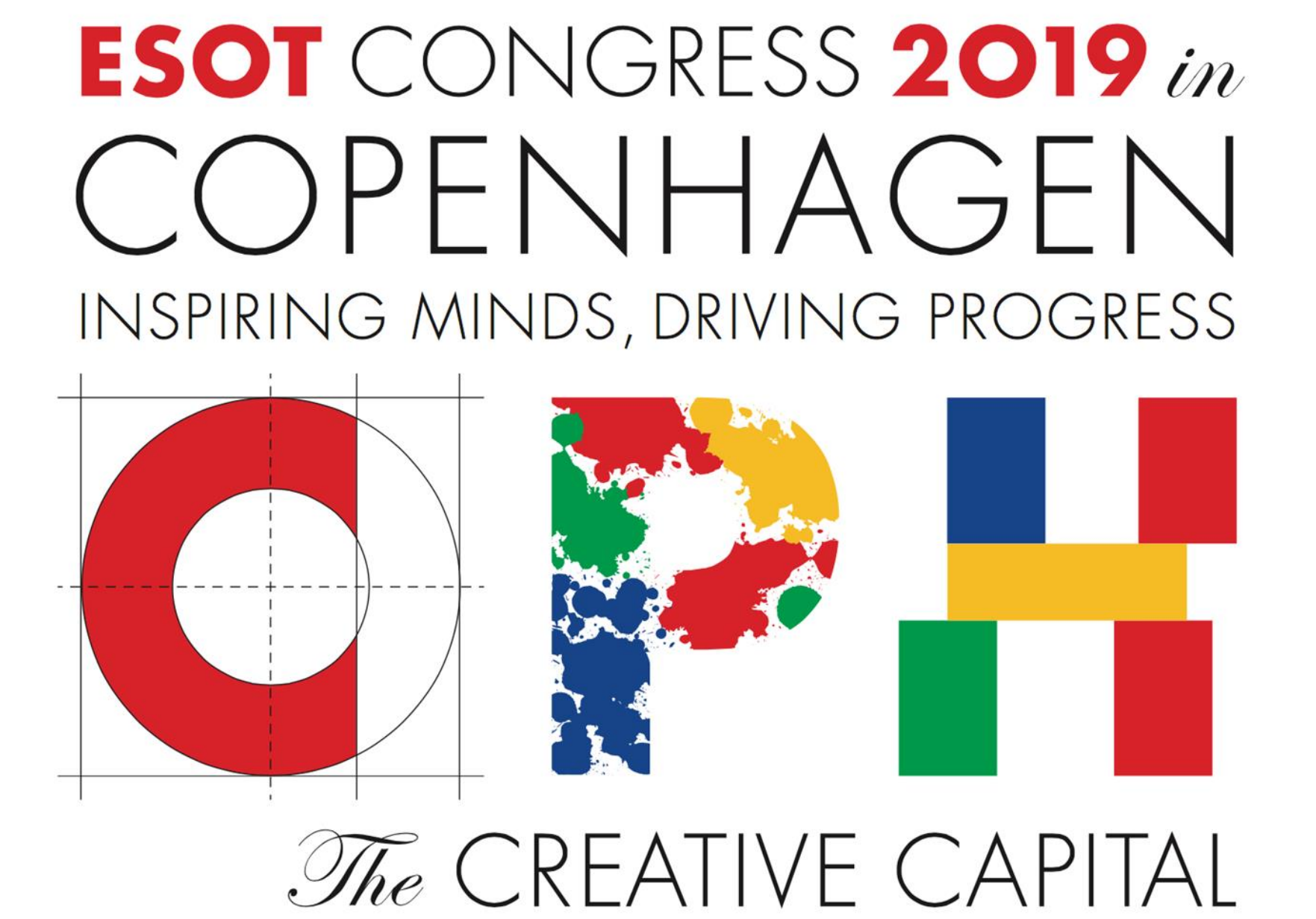






## **The European Society for Organ Transplantation**













**3,671**

Registrations

**4,000**

**1,520**

Abstracts Processed

**1,872**



# ECOSYSTEM

**Introduced hundreds of unique technology solutions initiatives to the conference from over 20 different suppliers (many were direct competitors)**

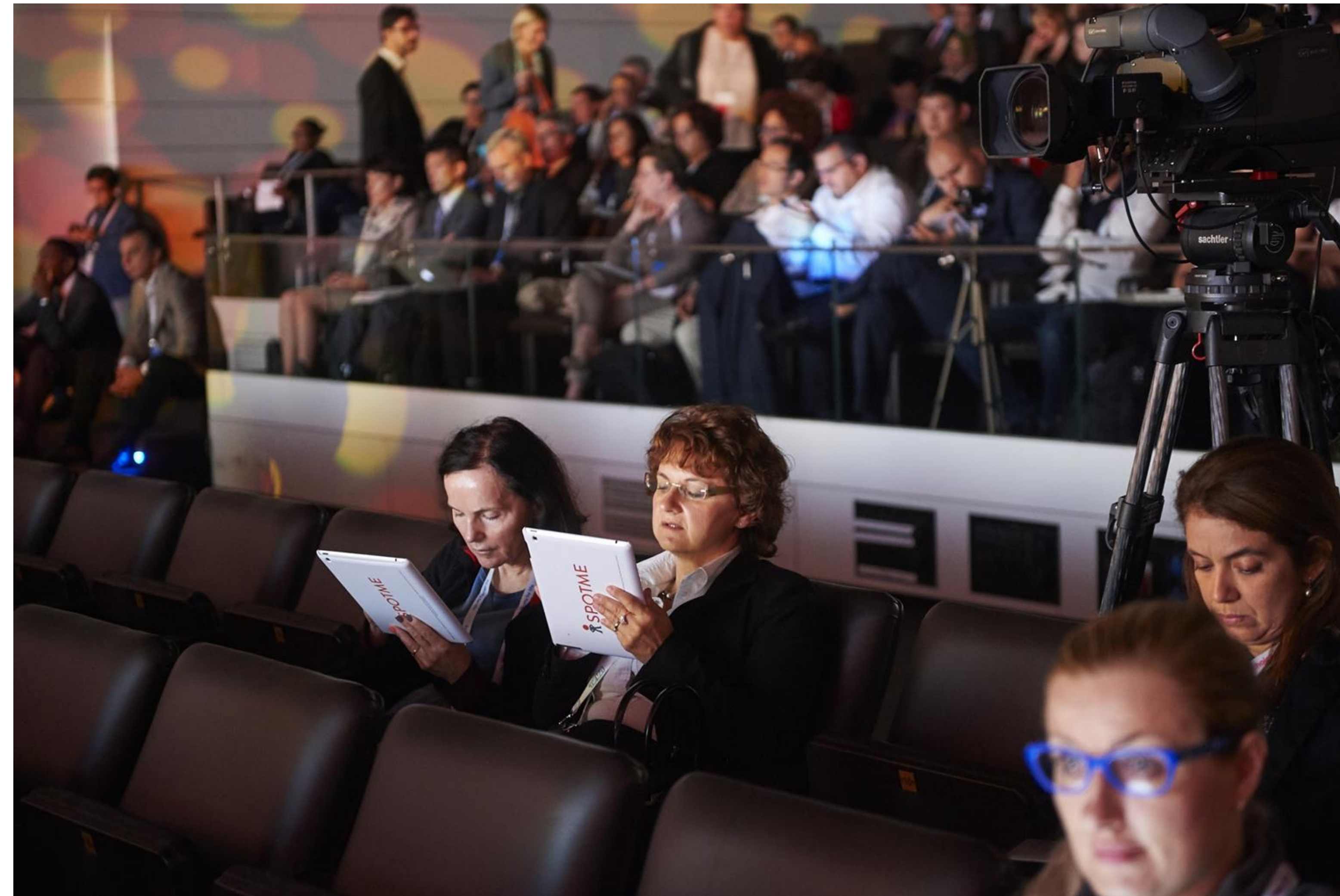
**Created a structure that would be conducive let innovation happen**







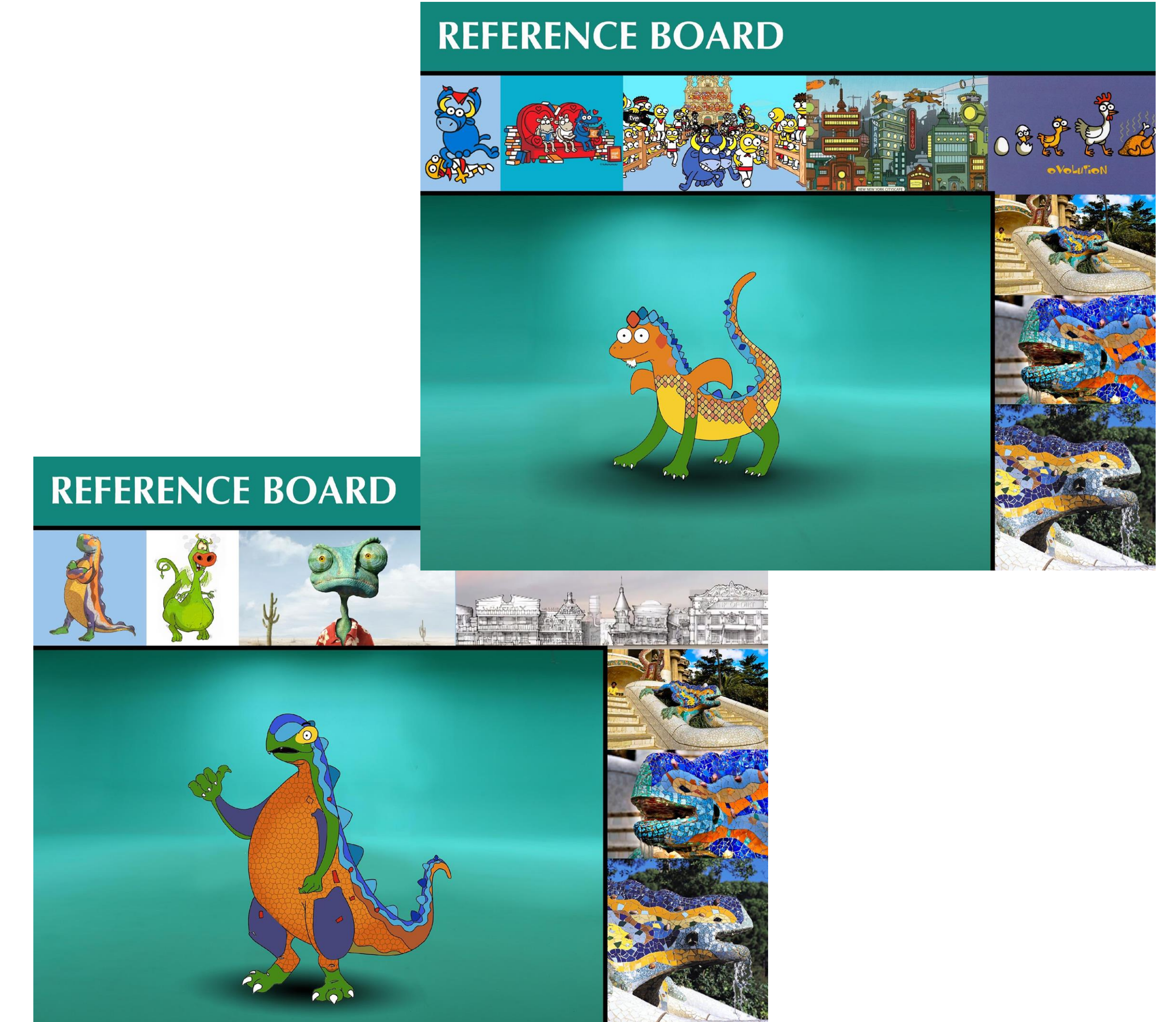




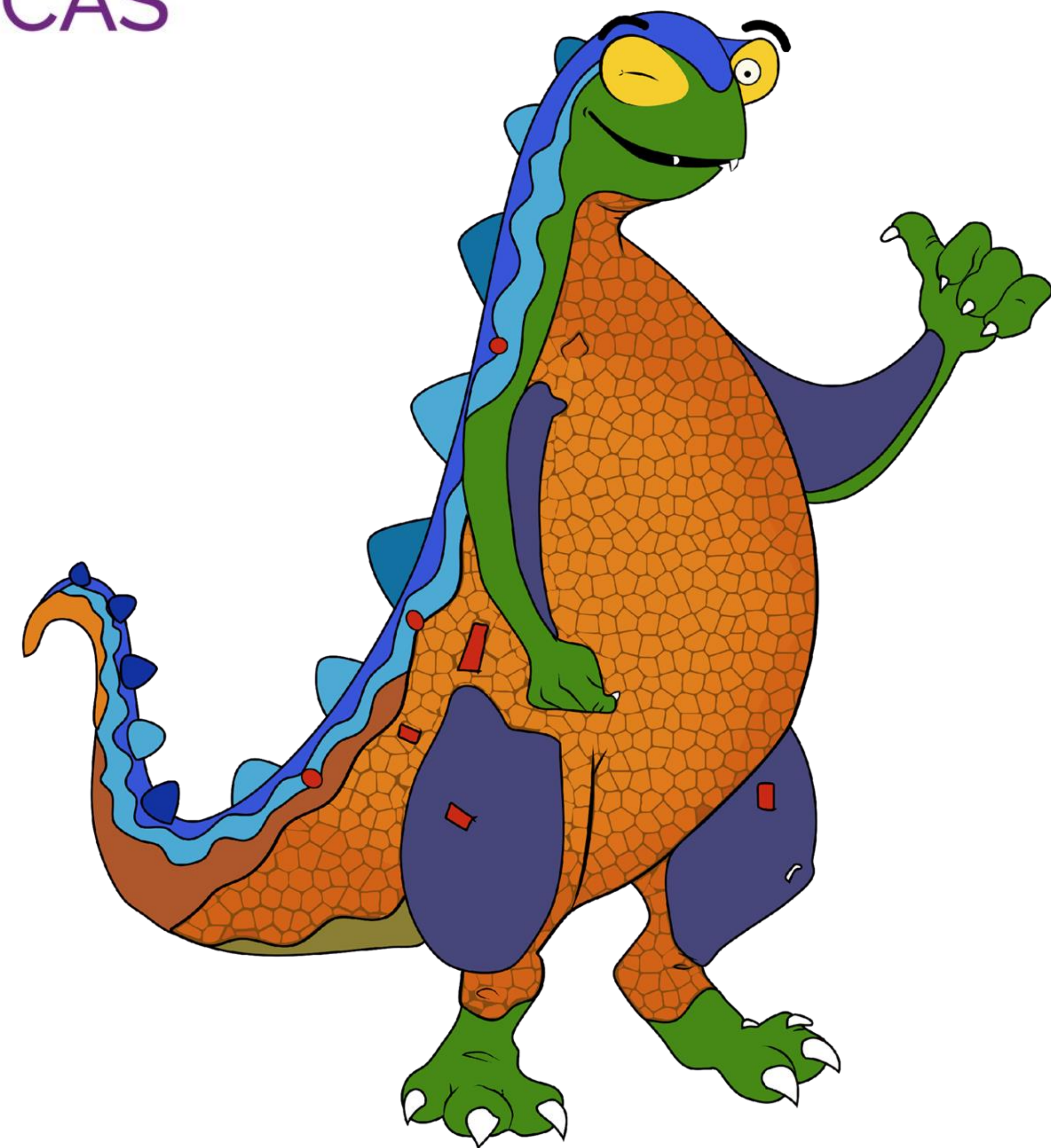


# NEW CHALLENGE

**Deliver a new vision:  
Create a character that would become the Storyteller**







## Choose a name for the #ESOT2017 mascot

Oops, I don't have a name!



Have you met our Storyteller? It's the mascot of #ESOT2017 but it doesn't have a name yet...

Many of you submitted your suggestions and now it's time to vote and choose a name for our mascot! Click below to vote!

### VOTE FOR YOUR FAVOURITE NAME!

Dragograft	Vote	Sagrado	Vote
Gaudino	Vote	Esotino	Vote
Dorganis	Vote	Barcesot	Vote
Messi	Vote	Orgaundi	Vote
Dragonsplant	Vote	BaCaDragon	Vote
Eurodrago	Vote	Dragot	Vote













December 2017

Marketing

7

## Dragon's den of creativity

London-based agency Shocklogic was nominated for ICCA's Best Marketing Award 2017 for its work with ESOT 2017 to create engagement



The European Society for Organ Transplantation (ESOT) runs a biennial congress for 3,000 professionals and is constantly looking to innovate the event, to make it "a special experience for the participant," says Annalisa Ponchia, the association's CEO. Event management software and technology specialists Shocklogic has worked with ESOT for eight years and CEO John Martinez says: "We've supported their congress with the creation of an ecosystem that consists of a robust abstract and programme management system, hundreds of presentations and ePosters, a 24-hour webcast channel with real-time interviews and content and a mobile app solution."

**The challenge**  
The challenge for the September

2017 congress was to find a way to keep thousands of members and delegates engaged, even while the congress is not taking place. The marketing plan included a character that would become a storyteller to accompany the participants throughout the long journey until being onsite. A mascot was born, in the form of a Gaudi dragon, a nod to the congress's location in Barcelona. This mascot is a character of diversity: no race, no nationality, no sexual orientation, no religion and no age. This was designed to make it approachable and friendly for the diverse membership of the society, while changing the mindset of the committee by adding some fun to a serious scientific subject.

**The Journey**  
It wasn't until the introduction of

a life-size cut-out of the mascot at a board meeting, that the ESOT leaders were convinced of the value. During a committee meeting, people were encouraged to take a picture with the dragon, then share it on social media, to receive a prize. This was the start of a community. By creating a mascot that everyone could relate to, ESOT was able to strengthen the feeling of a unique integrated community. Shocklogic then brought the mascot to life in a series of animations, beginning with a video asking for name suggestions in return for the chance to win free registration to the ESOT congress. The shortlisted names were put through a public vote on the official website and social media channels. The most successful campaign

that ESOT has ever had resulted in the birth of 'Gaudino'. Gaudino was modified to show different stages of the journey to Barcelona:

- Wishing everyone a good summer break
- Introducing the congress programme with tailor-made education
- Inviting delegates to register for the congress
- Inviting delegates to Barcelona as their personal tour guide
- Asking for abstract submissions.

Gaudino appeared in newsletters from ESOT and used to make important announcements of this record-breaking campaign.

**Innovation & creativity**  
Even though organ transplantation is a serious subject the campaigning brought things to life, and made the journey to the congress fun and interactive. Gaudino is currently being turned into a 3D model that will provide a Virtual Reality (VR) game and experience. "It was the first time that this style of communication was adopted for a medical event, and certainly the first time a mascot and animated character was used. It took a bit of time to penetrate the community but in the end the change was widely accepted," Martinez told *A/E/M*.

The congress was a great success, with 3,500 delegates and 1,900 submitted abstracts, and more engagement than ever. **A/E/M**



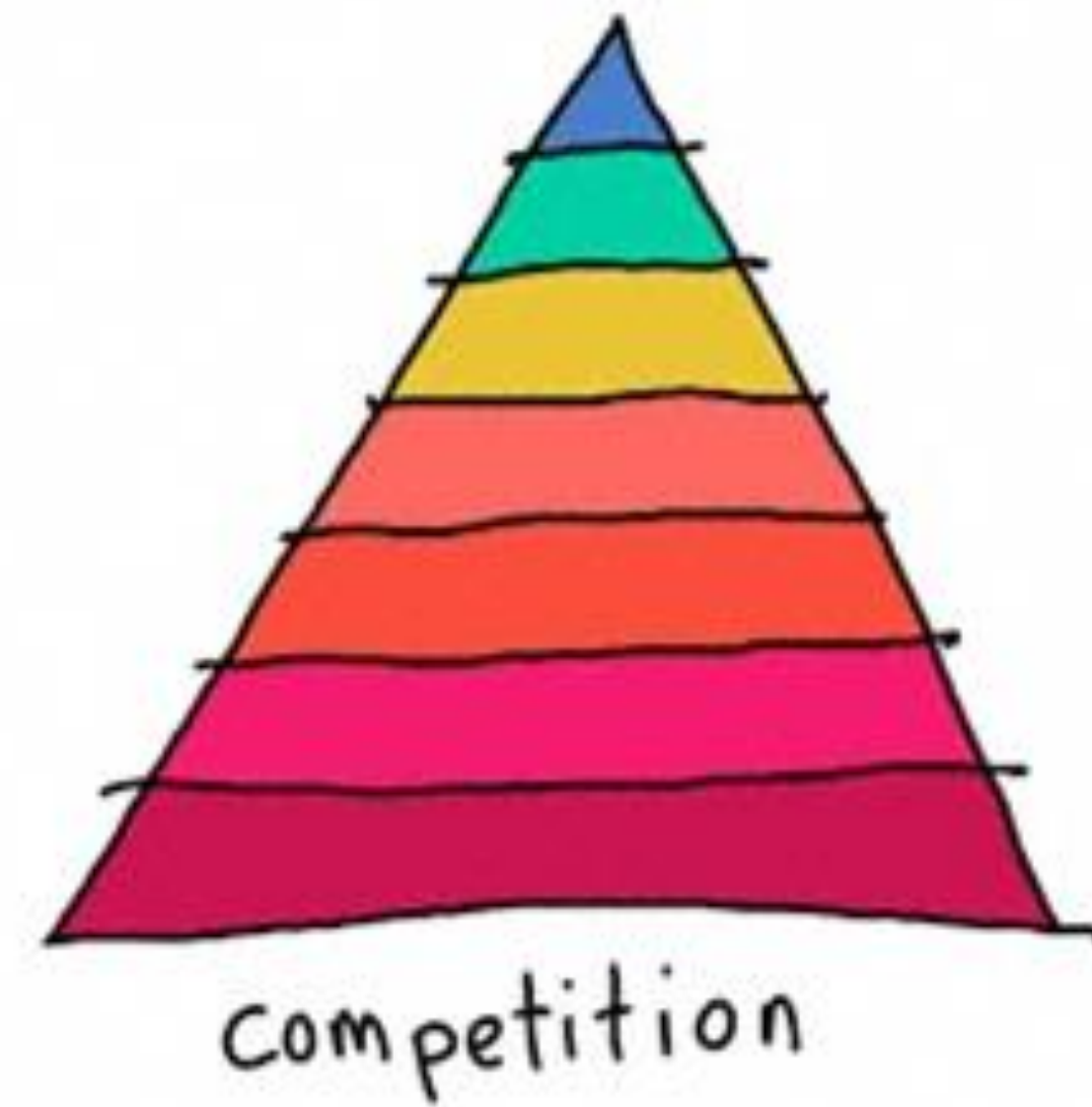


<https://vimeo.com/241851043>



# COOPETITION

**Cooperative competition**



**Competition makes us faster;  
collaboration makes us better**



**Work together on what  
everyone does**

**Compete where you add  
unique value**

# COOPETITION



**Other words for  
coopetition:**

**Cooperation  
Collaboration  
Teamwork  
Joint effort  
Working together**



# HOW DID WE DO IT?



**As a way of living**

**Inspire  
Empower  
Lead change  
Share your vision  
Create results  
Be the change**



# HOW DID WE DO IT?

**INNOVATION**

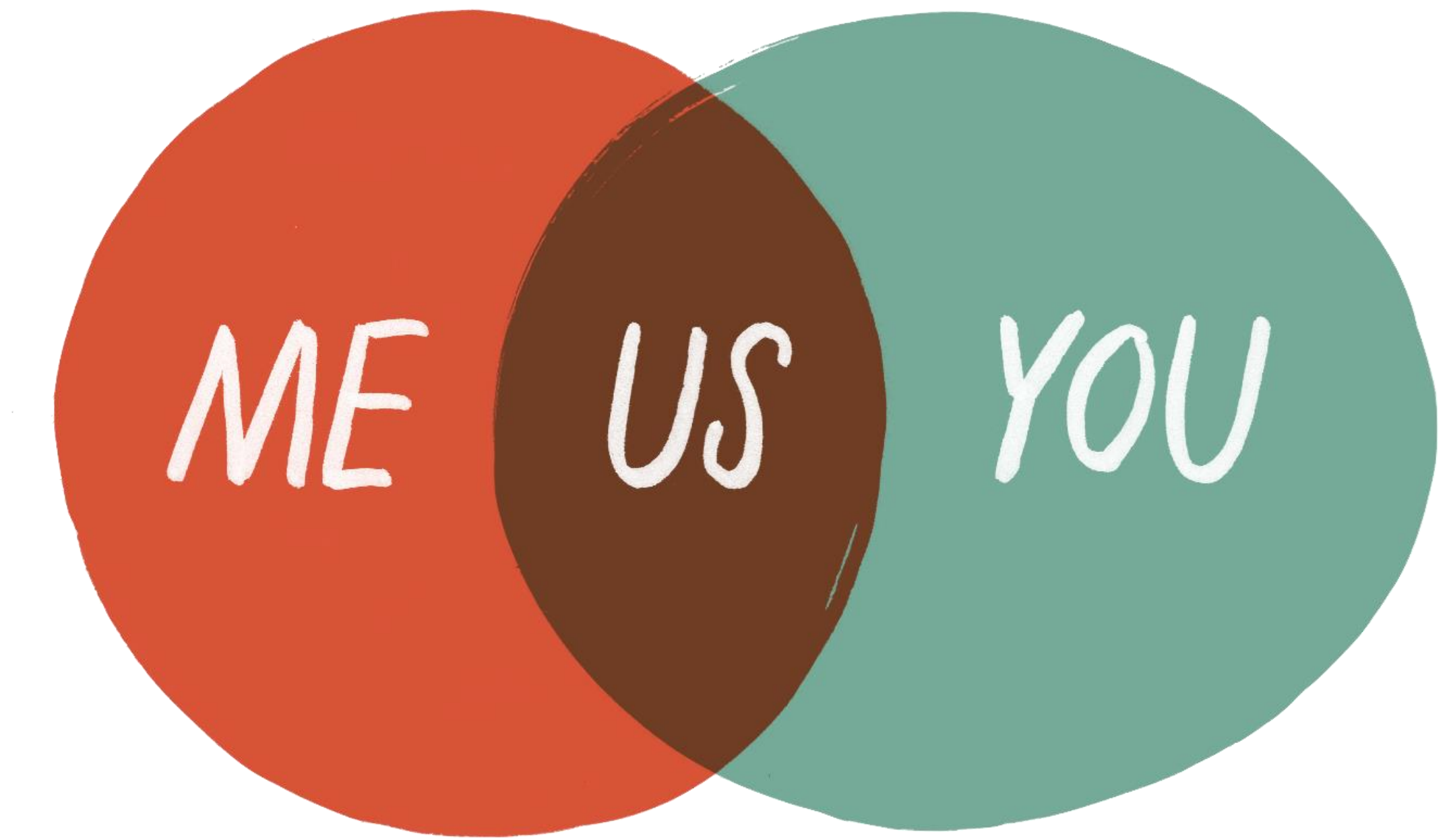
**As an attitude**

**Safe space  
Take chances  
Be foolish  
Vulnerability**



# HOW DID WE DO IT?

**Win-win,  
or there is no deal!**



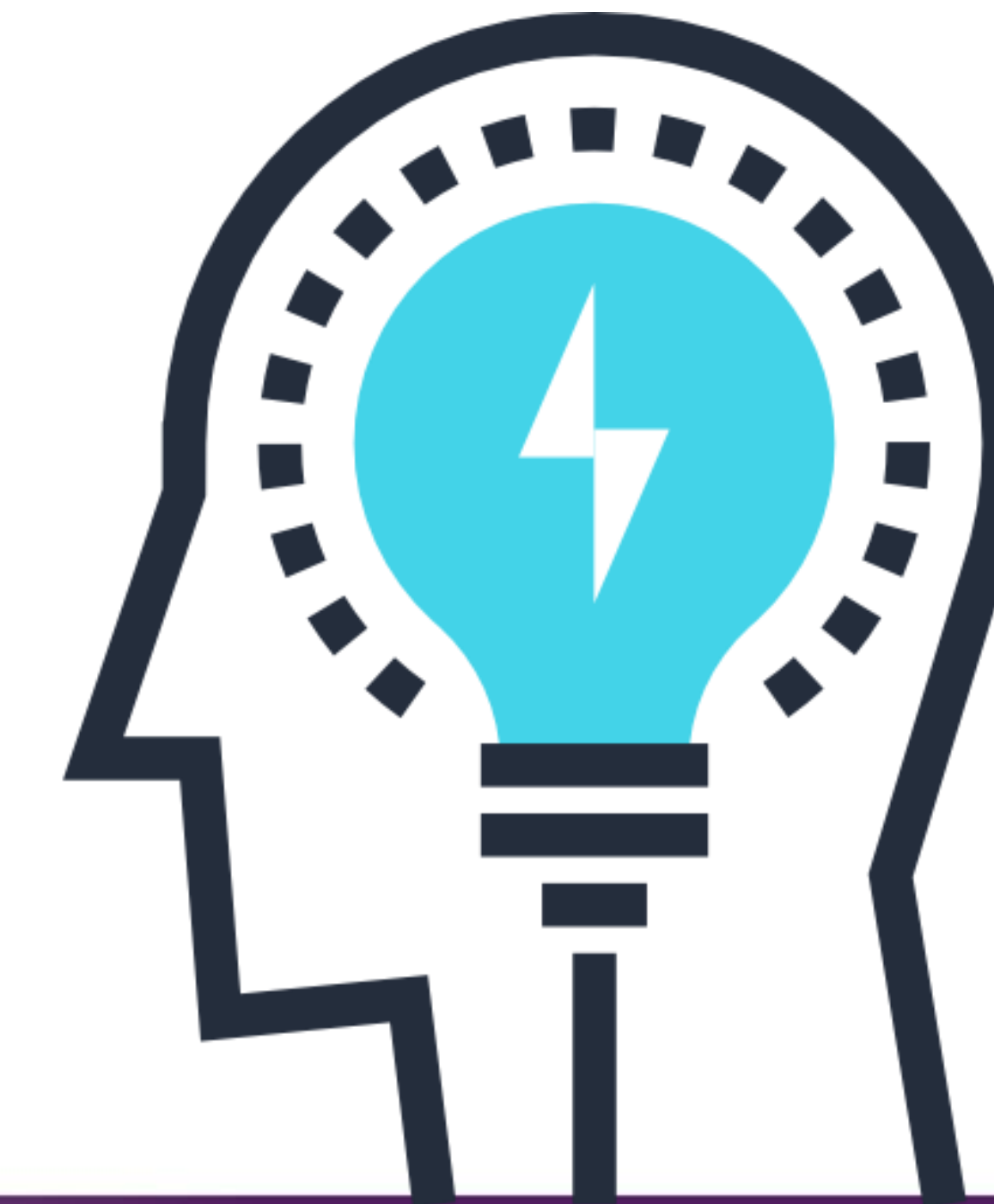
**Win-win is a situation in  
which all participants have  
benefits in some way**



# HOW DID WE DO IT?

## SCARCITY vs ABUNDANCE

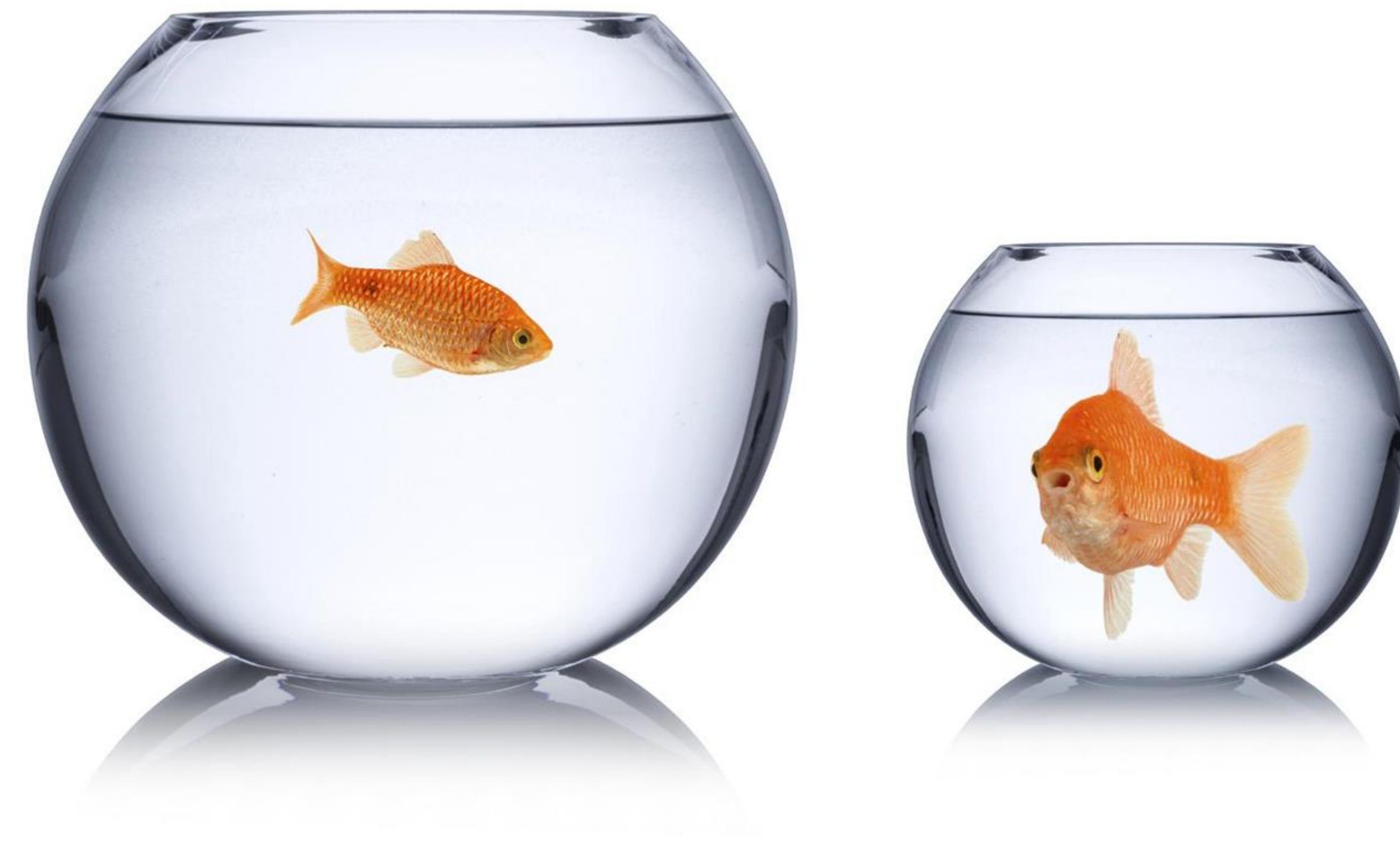
**Fear-based**  
**Limited resources**  
**Problem-focused**  
**Kills abundance**



**Open-minded**  
**Abundant resources**  
**Possibility focused**  
**Plenty**



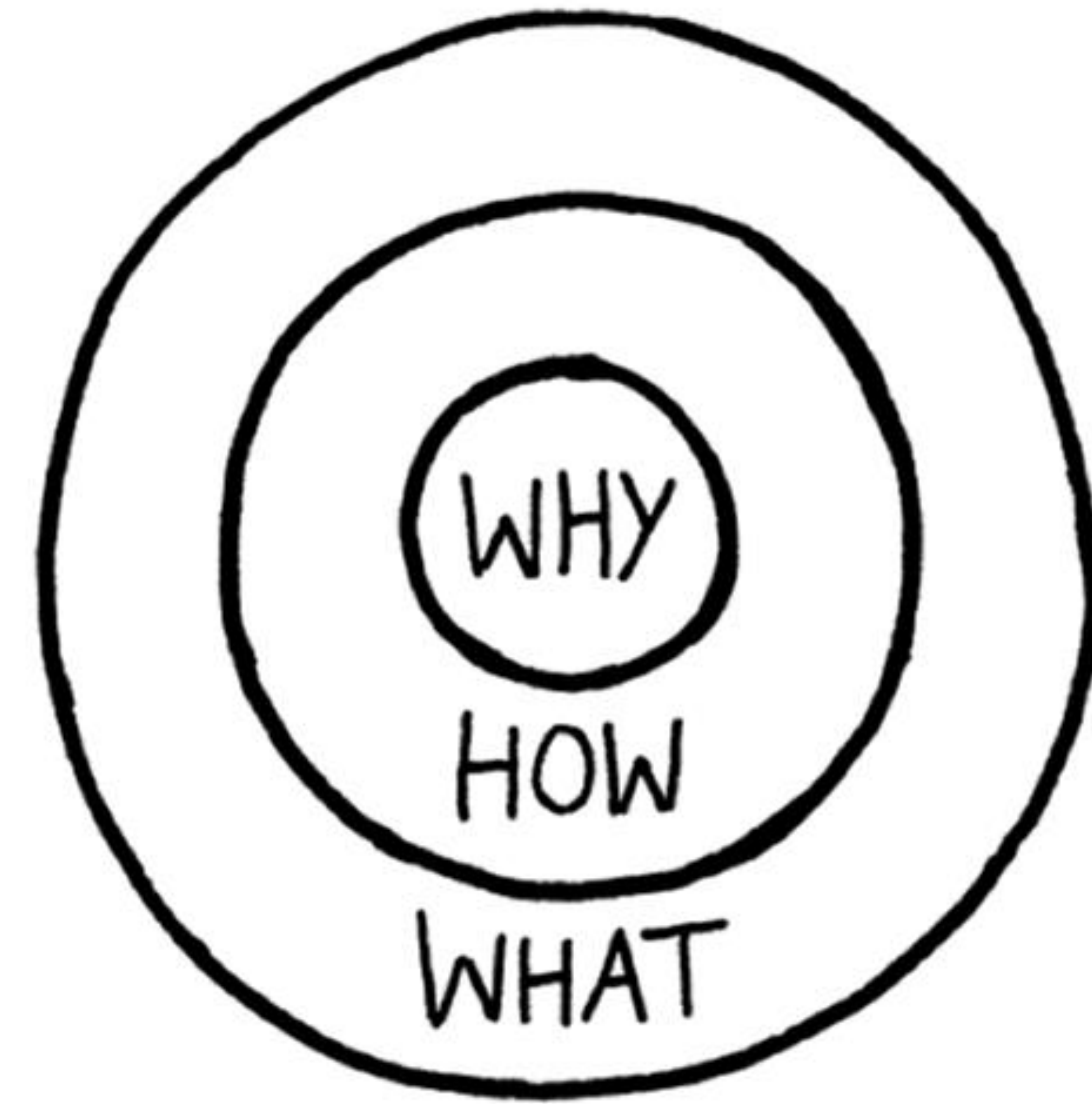
**There is enough food for everyone!**





ALWAYS START With

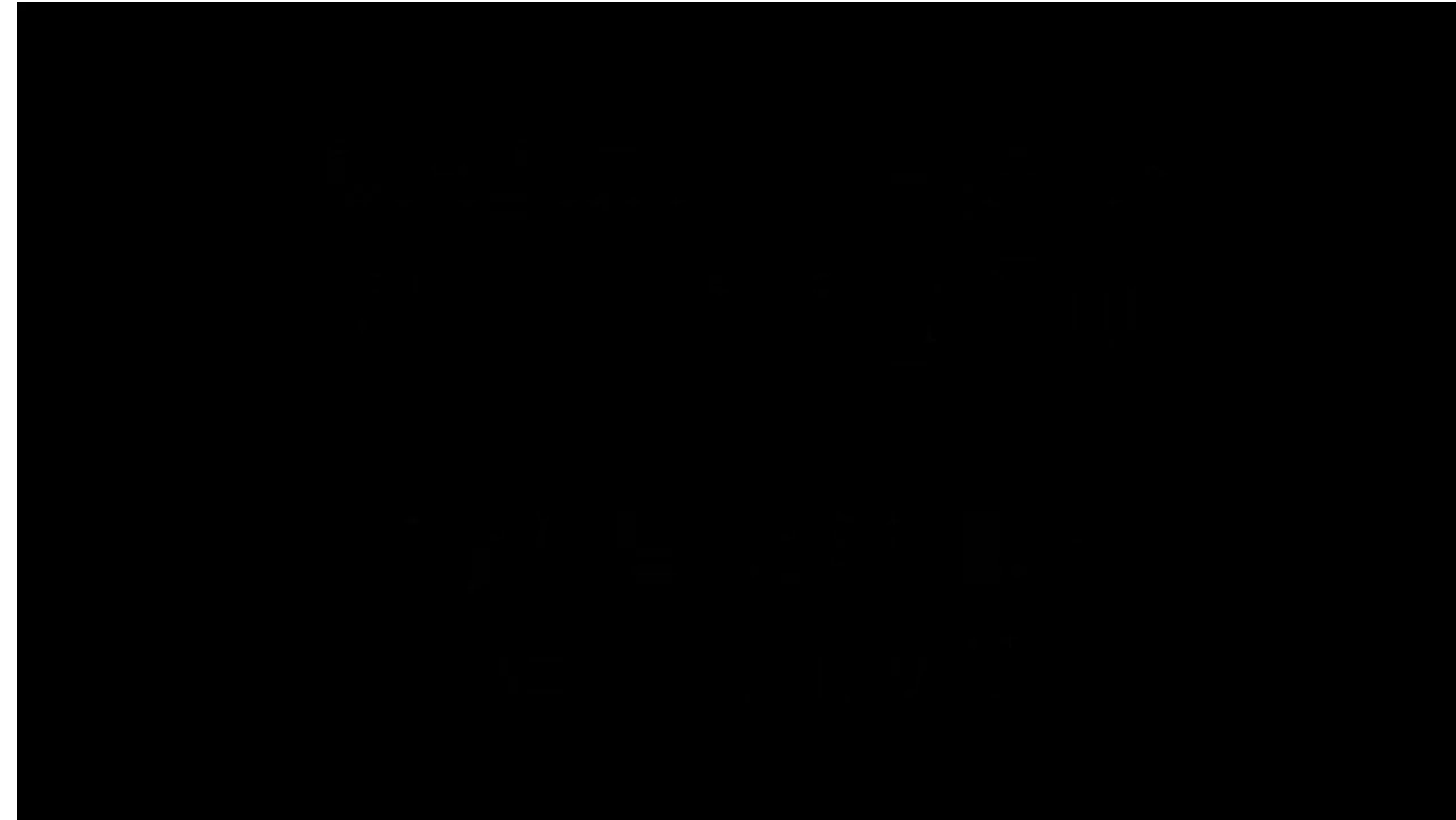
**WHY**



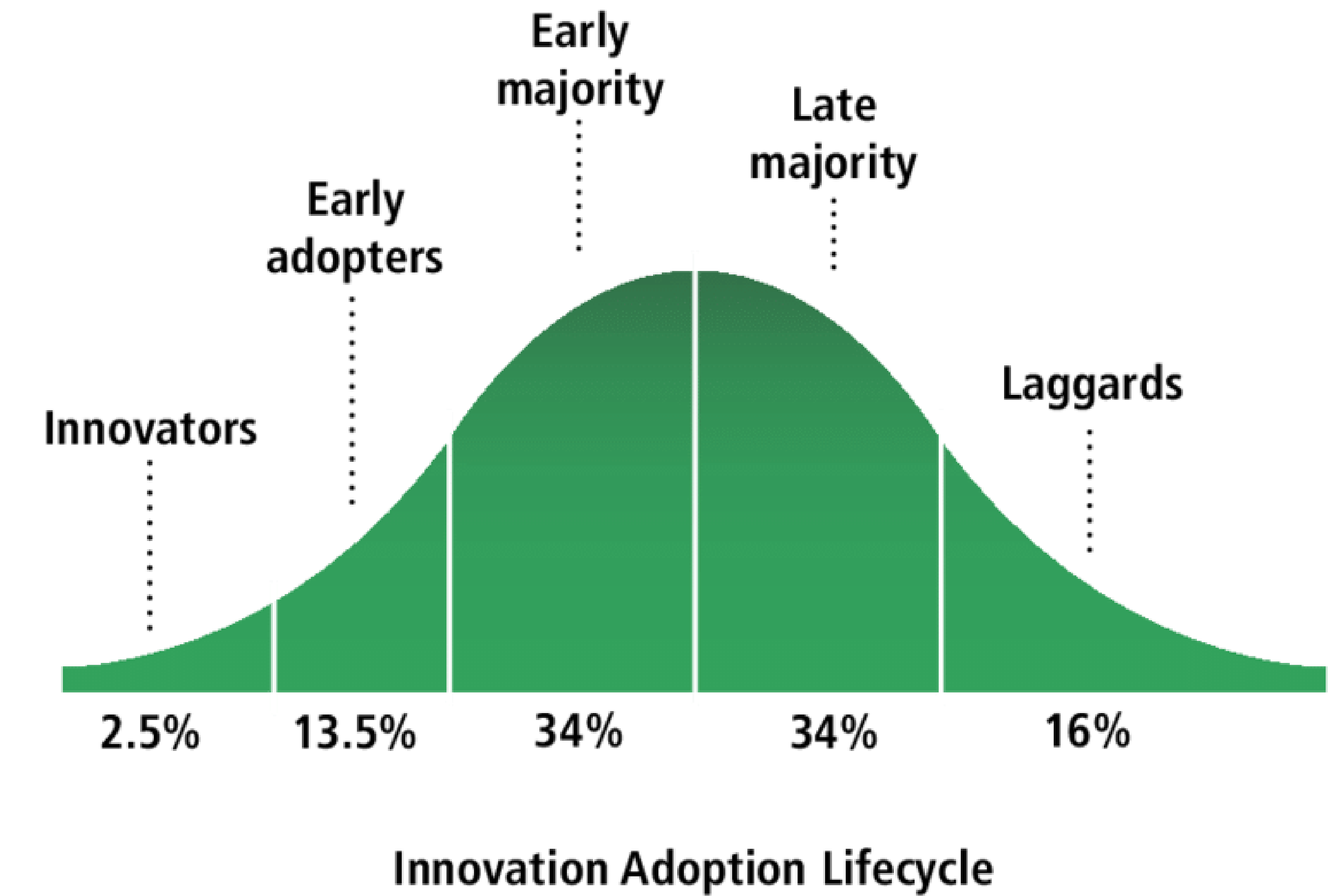




**To follow is also to lead**



<https://www.youtube.com/watch?v=fW8amMCVAJQ&t=1s>





**Vulnerability is  
the only bridge to  
build connection**

**VULNERABILITY  
BUILDS TRUST.  
TRUST BUILDS  
RELATIONSHIPS.  
RELATIONSHIPS  
BUILD A  
BUSINESS!**

*The Dalai Lama*





# GAMING THEORY

## INFINITE games



**Come from abundance**  
**Objective is to cooperate**  
**Goal is to continue playing**  
**Goes beyond what is said in the contract**

## FINITE games



**Come from scarcity**  
**Objective is to “win”**  
**The point is to compete**  
**Sticks to the terms of the contract**



# ~~Work-life balance~~ LIFEWORKING





Be kinder than necessary  
because everyone you meet  
is fighting some kind of battle.

J.M. Barrie

 quotzfancy





[illegible]



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