



# FC EVENTI gains high levels of user satisfaction and interaction through virtual trainings

FC EVENTI is a Professional Congress Organizer (PCO) based out of Bologna, Italy, focused on conference management, continuing medical education, associations management, and marketing & communications. The company hosts many educational programs for healthcare professionals (HCPs) and other delegates with residential courses, training courses, and distance learning courses. These events are typically hosted in-person and hands-on, with some e-learning elements; however, with the recent change in landscape, FC EVENTI felt the need to seek a virtual platform provider to help meet their new training needs.

## The Challenge: Taking In-Person Events to a Virtual Space

The bi-annual gathering for the 69th ESCVS Congress (European Society of Cardiovascular and Endovascular Surgery) put on by FC EVENTI is aimed at bringing together scientists from different geographical areas around the world for high-level scientific exchange, collaboration, and education on cardiovascular diseases. Considering the development of the COVID-19 pandemic, the FC EVENTI team needed to organize the 69th ESCVS Congress virtually, in order to protect the safety and well-being of Congress participants.

While the FC EVENTI team was aware of the many options for alternative solutions to in-person events, one of their main focal points was being able to create a user-friendly environment on a virtual event platform that allowed for ultimate interactivity; and this was non-negotiable.

After contacting several virtual event software vendors, the FC EVENTI team carefully considered several platforms and opted to use the 6Connex platform to host the 69th ESCVS Congress.

## The Solution: An Interactive, User-Friendly Virtual Conference

ESCVS Congress aimed to exchange knowledge and experiences in the work field, fully virtually, on the 6Connex platform as one innovative online experience.

ESCVS Congress is intended for (members and non-members of the ESCVS) surgeons, interventional radiologists, cardiologists, perfusionists, medical technicians, trainees, nurses, and all other physicians and researchers interested in the field of Cardiothoracic and Vascular Surgery. Bringing together so many different participants requires a lot of time and careful planning - and the 6Connex team was up for the challenge.

The FC EVENTI team named their top concerns for putting on a successful online event:

- ▶ A user-friendly virtual environment
- ▶ The ability for exhibitors to reach their target audience
- ▶ Maximizing interactivity
- ▶ Trust and security
- ▶ Customization in the platform

### **A user-friendly virtual environment.**

FC EVENTI wanted an attendee-centric virtual experience with an intuitive open environment in which attendees could interact, navigate and engage easily.

### **The ability for exhibitors to reach their target audience.**

It was very important to FC EVENTI to be able to create booths that would allow their exhibitors to communicate the content and values of their brand, products, and services to attendees.

### **Maximizing interactivity.**

Being able to use social media tools, chat options, and other easy ways to interact and communicate was an important touch point.

### **Trust and security.**

Feeling safe and having unwavering support and flexibility was something they needed from their project partners.

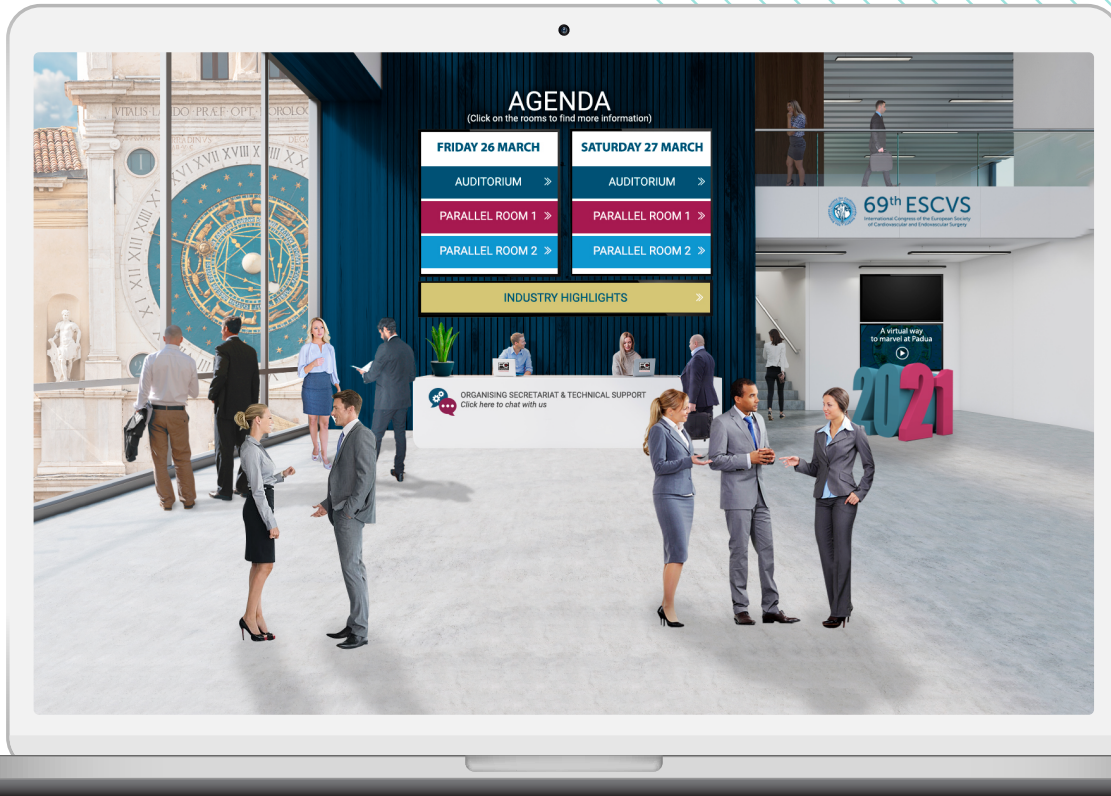
### **Customization in the platform.**

Custom-branding for exhibitors was needed to hone in on their most important features and focus on brand recognition.

We felt very supported throughout the whole process, and the 6Connex event software was everything we needed to achieve the final result.

*Francesca Casali*

FC EVENTI CEO and Founder



6Connex checked all the boxes, and more. “The decision to choose 6Connex as our provider to host a virtual event was carefully considered via price, customization, level of support, and technological features,” says Francesca Casali, FC EVENTI CEO and Founder. “Customization was very important for us, and it was nice that our designers had the chance to customize rooms and platforms themselves. Thanks to the 6Connex project management team that provided us with great guidelines from the initial start; We were comfortable if we needed anything because the support was always there.”

Each week prior to the 69th ESCVS Congress, FC EVENTI met with the 6Connex team for guidance, tutorials, and technical support. “Meetings with our project manager were actually fun and productive, not only in learning but also because we were able to speak in both English and Italian,” says Casali. “We definitely appreciated that feature [of sharing the same language] because it just felt like home - especially in the first meetings where we were unsure of all the capabilities of the platform and how to use the tools.”

Planning and executing a virtual event was a first for FC EVENTI. “At first, it wasn’t easy to begin working on this event virtually, but not only did we gain a very high level of satisfaction, so did our exhibitors, staff, and attendees,” says Casali.

## FC EVENTI + 6Connex

With the expectation of about 300 participants, ESCVS Congress 2021 hosted on the 6Connex virtual platform attracted more than 233% of their goal, with over 700 total registrants in two days. The FC EVENTI team was elated to discover that the average duration for attendees equated to six hours on the platform. Casali states, “the average time spent in the virtual environment was one of the best results of the project.”

After receiving overwhelming positive feedback, communication and support took the cake. “During the live event, there were no requests for support; however, everyone in the environment felt safe enough to know that our 6Connex project managers would be there if we needed anything.”

Alongside communication, interaction and engagement numbers reached an all-time high, as delegates from 58 countries attended the virtual event and interacted with exhibitor booths. "Many attendees loved the gamification process. The way the system was put together was a great way to attract the audience, and they continued to visit booths and interact with their virtual counterparts throughout the entire event."

ESCVS Congress 2021 exceeded expectations on all scopes. "When you can find a good team to put everything together, share opportunities, share needs, and understand your audience, you can make it the best platform for everyone involved," says Casali. "We felt very supported throughout the whole process, and the 6Connex event software was everything we needed to achieve the final result."

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*Francesca Casali*  
FC EVENTI CEO and Founder

The FC EVENTI team won't be giving up the virtual event format anytime soon, either. Casali states, "Thanks to this platform for virtual events, we put on the ESCVS Congress very well. We want to maintain this format, but also want to add the physical aspect back into our events. I think hybrid events are key for our future conferences, and we'll be collaborating with 6Connex in the near future."



## About 6Connex Virtual Event Solutions

### Our Digital Experience

6Connex is the leading provider of virtual and hybrid event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities to make for successful online events around the world. Our product portfolio includes virtual environments, learning management, and webinars. Demand more from your virtual and [hybrid event solution](#). Request a [virtual event demo](#) with 6Connex, or [contact our event software experts](#) for more information.

[www.6Connex.com](http://www.6Connex.com)

#### Have Questions?

Please call 1.800.395.4702 or email us at [sales@6connex.com](mailto:sales@6connex.com).