



CASE STUDY : EUROSCIENCE OPEN FORUM (ESOF) 2012



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Event: EuroScience Open Forum (ESOF)

Dates: 11th – 15th July, 2012

Delegate Attendance: 5,000 pax

Venue: The Convention Centre Dublin

OVERVIEW: Conference Partners organised the EuroScience Open Forum (ESOF) in 2012, one of Europe's leading scientific conferences. ESOF is an interdisciplinary, pan-European general science meeting which attracts some 5,000 delegates. It aims to strengthen the links between science and society while also fostering a European platform for debate on science and technology.

CONFERENCE OBJECTIVE: The main objective of ESOF 2012 was to showcase the latest advances in science and technology, promote a dialogue on the role of science and technology in society and public policy and to stimulate and provide public interest, excitement and debate about science and technology. Conference Partners met all of these objectives by successfully creating an environment in which all of the relevant stakeholders had an opportunity to convene, network and build relationships.

CONFERENCE PROGRAMME: This five day conference consisted of a science programme including seminars, workshops and debates on the latest science and technology, a media programme to promote science communication, a careers programme for young researchers, a "Science-2-Business Programme" to link basic research with industrial applications, an exhibition to showcase the best of European public and private research, a science in the city programme to engage with the general public and a social programme to ensure that the delegate experience was socially, culturally and intellectually invigorating.

DELEGATES consisted of researchers as well as professionals in the areas of policy-making, politics, economics, business, technology, and government. ESOF 2012 boasted an especially prestigious speaker line-up including speeches from Nobel laureates Jules Hoffmann, James Watson and Peter Doherty, the EU Commissioner for Research, Innovation and Science, Máire Geoghegan-Quinn and the former UN High-Commissioner, Mary Robinson.



Comedian Dara O'Brian presenting at ESOF 2012

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EXHIBITION AND SPONSORSHIP: A unique aspect of ESOF 2012 was the “Science-2-Business Programme” which focused on developing the outputs of publicly-funded research into successful business innovations. The exhibition area was transformed into a “Market Place” which encouraged maximum and fruitful interaction. Conference Partners had 85 exhibitors from 25 different countries including Japan, Australia, Korea, Canada, United States, and mainland Europe.

The Market Place was laid out with the exhibitors in mind; all the catering options for the entire 5,000 delegates was in the Market Place which created a consistent footfall for the entire event facilitating an ideal platform for delegates to network and forge new and existing relationships. The entire forum was used to its capacity with 990 sq. m of exhibition space.

A speakers’ platform was placed in the exhibition area, for example, which was a great success in terms of driving delegates into that space. This area also provided a nexus for the different elements of business start-up information, including venture capital, advisory services (legal, IP), public development agencies and other such relevant topics. A target of €1.1m was reached by our Commercial and Sponsorship Director, Colm O’Grady; a remarkable achievement given that only six months were allocated to selling the entire allocation of exhibition spaces.

“Conference Partners for us and the relationship with Conference Partners has been an excellent one. If I was looking to organise an event like this again the first port of call would be Conference Partners.”

**David Fahy,
Director ESOF 2012**

