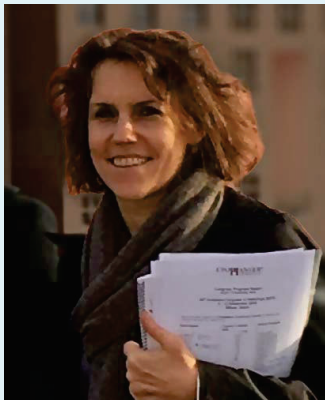


European Congress of Pathology – Challenges and Opportunities of a Hybrid Congress



*Author: Juliane Heinicke,
Senior Project Director, International Congresses,
CPO HANSER SERVICE GmbH*

The European Congress of Pathology (ECP) is becoming more successful every year. For CPO HANSER SERVICE it is a pleasure to cooperate with the European Society of Pathology (ESP) to embark on new ventures. After two years of living with the pandemic and two successful virtual congresses, the ECP finally took place on-site again this year. Although a significant amount of the congress was offered in presence, a large chunk was also made available in hybrid format.

need to be found to cover the sometimes extremely long congress days. Additionally, qualified technicians are difficult to hire at short notice.

During the four days of the congress, CPO HANSER SERVICE streamed 177 live sessions in 5 halls and performed recordings in the remaining 4 session halls. All speakers were required to be on-site, with pre-recordings being organized in case of last-minute unavailability.

Even with hybrid congresses, speakers should definitely be on-site, as this allows for a consistent image and smoother execution, as well as avoids additional costs. “Hybrid” should be defined clearly: Hybrid, but only for participants.



Prior to the congress, the maximum costs of the hybrid component were calculated and analyzed accordingly to figure out how these could be counter-financed. Ideally, all expenses should be self-supporting, but these tend to be very high. This results in congress organizers having to determine what extent live sessions and recordings can be included.

The pandemic has caused many changes – some within the job market – which CPO HANSER SERVICE has had to adjust to. Employees willing to work in the event industry, specifically the tech part, have become scarce and are less likely to be willing to work up to 12 hours or more. This results in hybrid congresses becoming more expensive, as creative solutions

The information that the ECP would also be taking place in a hybrid format was announced at relatively short notice to ensure that most participants would be on-site.

In the end, everything worked out wonderfully and the budgeted expenses were covered by the virtual registration fees. Considerable extra sponsoring revenue from live-streamed or recorded industry sessions did not hurt in this context either...

Basel and its congress center, though on the expensive side, proved to be an excellent choice: located centrally in Europe, offering a compact venue, with professional service providers and many potential sponsors in the region.