

Case Study 2



Crisis to Conquest – Rescuing the World Neuroscience Conclave in 30 Days

EVENT OVERVIEW

Name: World Neuroscience Conclave

Dates: 20 – 23, March 2025

Venue: The Leela Ambience Hotel, Gurugram, India

Delegates: 1,000 (National and International Neurologists, Neurosurgeons, Researchers)

Duration: 3 days

Format: In person physical conference

OBJECTIVE

The World Neuroscience Conclave is a premier scientific forum attracting top-tier medical professionals globally. In 2025, the event was scheduled at the prestigious Leela Hotel, Gurugram.

However, with only 30 days left, the event was on the brink of collapse:

- No finalized scientific agenda
- No hotel room allocations confirmed
- AV vendor not onboard
- Abstract submissions unprocessed
- Sponsors threatening withdrawal
- No exhibition lay-outing done



CHALLENGES

1. Zero Operational Control

1. No centralized project management
2. Multiple stakeholders giving conflicting instructions
3. Email chains over 100 messages long with no decision-making authority

2. Sponsor & Faculty Frustration

1. Platinum sponsors demanded deliverables not met
2. 40+ international speakers had no travel or accommodation confirmation

3. Scientific Program Chaos

1. 150+ abstracts unreviewed
2. No agenda printed or published
3. Workshop rooms not assigned

4. Technical Gaps

1. No AV agency onboard
2. No plan for hybrid streaming or international time zone sessions
3. No registration app or check-in system



SOLUTION: RAPID INTERVENTION TASKFORCE

With 30 days remaining SEM Events & Meetings- the Event Rescue Team was brought in by the organizing committee to take over operations completely, SEM team undertook the following at breath-neck speed

1. Command Center Established

- One team lead given 100% operational control
- Slack and Trello deployed for real-time coordination
- Whats app groups created to monitor real time progress
- Daily war-room calls with venue, vendors, scientific committee

2. Scientific Program Overhaul

- 12-member expert panel fast-tracked abstract review in 5 days
- Sessions slotted, speakers confirmed, program designed in 48 hours
- Printed and digital brochures ready within a week

3. Logistics Blitz

- 100+ room nights blocked and confirmed at 3 partner hotels
- Airport pick-up and drop matrix created for 250+ VIP guests
- International faculty visa and travel support team deployed

4. Technical Infrastructure Setup

- AV partner on boarded within 48 hours
- Multi-camera setup, 3 parallel halls, and full HD streaming
- Dedicated hybrid team for Zoom-based Q&A and virtual moderation

5. Sponsor & Delegate Recovery

- Custom sponsor deliverable tracking dashboard created
- Daily update sent to all platinum and gold sponsors
- Delegate app launched with QR-code check-in, schedules, and maps



RESULTS

- **Event Execution:** Successfully completed 100% on schedule.
- **Delegate Satisfaction (Survey):** 94% of attendees rated the event as “Excellent” or “Very Good.”
- **Abstracts Presented:** A total of 250 abstracts were presented, all of which were thoroughly reviewed.
- **Sponsors Retained:** 100% of the sponsors from previous events were retained.

CLIENT TESTIMONIAL

“We truly believed the event was doomed. This team of Pankaj Soni(SEM Events and Meetings) turned it into the best conference we’ve had in a decade.”

— Dr. Sumeet Sinha, Conference Chair, World Neuroscience Conclave

Key Takeaways

- Centralized authority and rapid decision-making are critical in last-minute rescues
- Technology + team discipline can compensate for lost time
- Crisis events demand triage-based planning — not perfection, but prioritization
- Strong vendor relationships make 48-hour onboarding possible