

Case study – Innovations in PCO

(case study based on the real company modified according to the aim of the tasks)

CongressPlus - Travel, Congresses and Conferences

In the first years of our activity (1980s), we dealt with travel. We started our journeys in the cradle of European civilization - Hellas, and then we reached the Iberian Peninsula, tracing the history of the Christian kingdoms and the secrets of the Moors. To then specialize in organizing trips to non-European countries. Our list of offers includes South and Central America, Africa, Asia, and Australia with Oceania.

Beginning in 1995, our firm expanded its activities. At the request of companies, we started providing services in the field of organizing congresses, symposia, and training conferences. Following this, after a few years, the company's name was changed. During this period, we organized many successful congresses, conventions, and conferences for from 300 to 1,500 participants.

In recent years (after 2015), we have focused on introducing new solutions that we consider justified and financially profitable. In cooperation with another Krakow company, we introduced our own mobile application to support large conferences. Thanks to it, we can automate the process of registering participants before the event, but above all during the event at the conference venue.

The consequence of introducing the possibility of online registration of participants for selected events was the launch of online sales as well as the purchase and implementation of a new payment automation system. Accelerating and shortening the process of servicing participants and the entire conference fee payment process also resulted in the implementation of a new financial and accounting system in our company. It means that we had to reorganize our team and create new job positions and new mini-teams.

The emergence of new tasks and new areas of activity also meant that our company had to modify our employee remuneration (salary) and bonus regulations. Their work has become more dependent on the number of events handled and the level of satisfaction of our client (principal). The need to handle many conferences on-site and thus assist the organizing committees in registering participants on the first day of the conference also forced us to introduce rotational and remote work.

The expansion of the sales team and paying more attention to the promotion of our company as a professional event organizer resulted in the decision to use much better quality advertising photos and videos in our offer. We have also noticed how our new clients (event organizers/owners) pay attention to the recommendations and opinions of other clients. For this reason, we have also introduced a special sub webpage devoted to the opinions of our existing customers.

The desire to reach new customers meant that we created our own profile on Facebook and LinkedIn, which resulted recently the production of short videos to publish on our social media. We also use a drone for this purpose, which we recently purchased specifically to prepare more attractive recordings of our events.

We know that our company needs to develop constantly to get a competitive advantage, that's why we focus on creative solutions and innovation in many areas. In front of us, the hybrid and online meetings that we had have also started to be organized in last few years (during the pandemic).

Please find new solutions introduced by the company with connecting them with different forms of innovation. Max time 25 minutes.

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ORGANIZATIONAL INNOVATION

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MARKET INNOVATION

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TECHNOLOGICAL INNOVATION

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PROCESS INNOVATION

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INPUT INNOVATION

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