

Project generated by: **Contribution 1mission-1million
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>**

Country: **Europe**

Titel of the project: **ATRIAL FIBRILLATION CONFERENCE POP-UP PACK**

Project details

Atrial Fibrillation Association (AFA)

Award amount: €10,000

EASY TO USE, ATRIAL FIBRILLATION ASSOCIATION (AFA) BRANDED POP-UP CONFERENCE PACK TO BE USED AT WORLDWIDE EVENTS, MEETINGS AND CONFERENCES (TARGETED TOWARDS HEALTHCARE PROFESSIONALS, CARERS AND PATIENTS) TO AMPLIFY THE VOICE OF THE AFA AND IN TURN SPREAD THE AF AWARENESS MESSAGE.

THE AFA IS COMMITTED TO RAISING AWARENESS OF ATRIAL FIBRILLATION (AF) ACROSS THE GLOBE AND ORGANISES AND ATTENDS EVENTS REGULARLY TO SUPPORT THIS. THESE EVENTS ARE TARGETED TOWARDS HEALTHCARE PROFESSIONALS, CARERS AND PATIENTS AND TAKE PLACE IN A VARIETY OF LOCATIONS AND SETTINGS. EVENTS ARE INTEGRAL TO SPREADING OUR AWARENESS MESSAGE AND ALSO HELP PROMOTE OUR WORK ON THE WORLDWIDE STAGE. A 1 MISSION 1 MILLION AWARD TO FUND A 'POP-UP CONFERENCE PACK' WILL MAKE ORGANISING EVENTS MUCH EASIER, AMPLIFY THE VOICE OF THE AFA AND, IN TURN, SPREAD THE AF AWARENESS MESSAGE. THE POP-UP CONFERENCE PACK WILL COMPRISE EVERYTHING NEEDED FOR A CONFERENCE STAND IN A COLLAPSIBLE/TRAVEL-FRIENDLY FORMAT. IT WILL BE DESIGNED TO LOOK PROFESSIONAL AND ATTRACTIVE, WILL PROMINENTLY FEATURE AFA BRANDING AND WILL BE EASY TO PACK AND TRAVEL WITH TO ENSURE MAXIMUM USAGE. AS THE AFA ATTENDS SUCH A VARIETY OF EVENTS REACHING A LARGE AND DIVERSE AUDIENCE, IT IS INVALUABLE TO PRESENT THE GROUP CONSISTENTLY ACROSS AUDIENCES AND GEOGRAPHIES. ADDITIONALLY, A PROFESSIONALLY DESIGNED STAND WILL HELP THE AFA AS THE GROUP "COMPETES" FOR ATTENTION AMONG STANDS DEVELOPED BY CORPORATIONS WITH SIGNIFICANTLY LARGER BUDGETS. IN THIS WAY, THE STAND WILL ENABLE THE AFA TO DRAW IN MORE AUDIENCES AND THEREFORE INCREASE THE REACH OF ITS AF AWARENESS MESSAGE. FOR THE DEVELOPMENT AND PRODUCTION COSTS OF THIS PROJECT, WE ARE ENTERING IT INTO THE €10,000 CATEGORY. THIS PROJECT WILL BE EASILY ROLLED OUT THROUGHOUT 2011 AS ONCE THE CONFERENCE PACKS ARE DESIGNED AND DEVELOPED, THEY ARE READY TO GO!

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients

Location

Europe