


# Case Study:


## Diabetes Canada Conference: Giving Diabetes a Voice

OCTOBER 10-13, 2018

With one in four Canadians living with diabetes or pre-diabetes, Diabetes Canada called for a new national approach to tackle the diabetes epidemic during their four-day conference at the Halifax Convention Centre. The 21st Professional Conference and Annual Meeting for Diabetes Canada brought 1,700 researchers and health care professionals together to talk about how to improve the lives of Canadians affected by diabetes and more importantly, to give diabetes a stronger voice in Canada by sharing their national strategy to address the diabetes epidemic.

 **1,700**  
ATTENDEES

 **338 LB**  
DONATIONS COLLECTED  
BY HALIFAX CONVENTION  
CENTRE TEAM

 **52**  
EXHIBITS

 **\$1.8 MILLION**  
IN NEW MONEY INJECTED  
INTO THE NOVA SCOTIA  
ECONOMY

“The level of engagement from the convention centre team is truly outstanding. We saw the same familiar faces every day, checking in regularly with us and willing to jump in and help out at any time. This was one of the best conferences experiences I’ve had in a very long time.”

**Joe Orecchio**  
Events Planner, Diabetes Canada and  
President, Road Ahead Meetings and  
Events Inc.



## Where it all comes together

### *True Maritime welcome*

There is nothing quite like the welcome you receive when visiting the East Coast. From the moment Diabetes Canada delegates and organizers arrived in Halifax, they were shown a true Maritime welcome - whether it was through welcoming signage at Halifax Stanfield International Airport and in many local businesses, messages posted on social media from our partners such as Discover Halifax and Downtown Halifax, or being greeted each time they entered our facility by our warm and friendly Delegate Experience Team.

Watch how we encouraged our whole community to get involved in welcoming Diabetes Canada to Halifax!

We're proud to welcome Diabetes Canada & CSEM Professional Conference in true maritime fashion!

### *A show of support*

Important conversations take place inside and out of the Halifax Convention Centre. We wanted to engage our community, generate awareness about the Diabetes Canada conference being in town and showcase how excited we were to host them.

We placed a Diabetes Canada clothing bin just outside of our front door and encouraged our community to donate their reusable goods leading up to and following the event. We also shared facts on social media about diabetes and how their donations could help people living with the disease.



### *Giving back*

We were thrilled to see our community participate in such a big way. The nine bins worth of household items and clothing collected amounted to over 300 pounds of donations, which will be used to fund diabetes research, send kids with type 1 diabetes and their families to D-Camps, and more.



Learn more about working with our team to bring your conference to Nova Scotia.

[HalifaxConventionCentre.com](http://HalifaxConventionCentre.com)