

### What does Madrid Convention Bureau offer?

- Deployment of at least one mobile blood donation unit to the meeting venue, complete with promotional and informational materials tailored to the event.
- Coordination of Red Cross staff to facilitate the donation process and answer any questions from donors.
- Display of the meeting's logos, where appropriate, on other mobile donation units for the duration of the congress or event, as well as across the city and the wider Madrid region.
- Presentation of badges and certificates of appreciation to donors, highlighting their contribution to Madrid.
- Promotion of each campaign through MCB channels.
- Measurement of results, which are then shared with organisers.



### What is the organiser responsible for?

- Integrating the campaign into the event schedule.
- Promoting the project across websites, social media platforms, programmes and other meeting materials, with the *Share Knowledge, Share Life* badge displayed before, during and after the event.

For further information, please contact us at [info.mcb@esmadrid.com](mailto:info.mcb@esmadrid.com)

Everything you need to know about blood donation can be found at [www.donarsangre.org](http://www.donarsangre.org)



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### What is Share Knowledge, Share Life?

This far-reaching initiative, promoted by Madrid Convention Bureau (MCB) in partnership with the Spanish Red Cross and the regional government of Madrid's Blood Transfusion Centre, forms part of the legacy-building philosophy that MCB, the body responsible for meetings tourism in Madrid, attached to the Tourism Department of Madrid City Council, has been implementing for several years. This approach ensures that congresses hosted by the city extend their impact well beyond the event itself, creating a positive influence on the local community.

Building on a defining feature of congresses—the exchange of knowledge—and the understanding that donated blood saves lives, *Share Knowledge, Share Life* links blood donation at Madrid's hospitals with the hosting of meetings or congresses in the Spanish capital.

The initiative harnesses the participation of professionals at these events to address a **pressing need within Madrid's regional healthcare system**, while simultaneously fostering a positive connection between visitors and the local community.

*Share Knowledge, Share Life* enables meeting organisers to increase the visibility and raise the profile of their event through an action that benefits the local population, aligns their brand with several Sustainable Development Goals, and enhances the participant experience.

### Who is it for?

*Share Knowledge Share Life* is aimed at all domestic and international organisers of congresses, conventions and major events who wish to incorporate a high-impact social initiative into their gatherings in Madrid.



### What are the objectives of the initiative?

- To promote regular blood donation and raise awareness among Madrid residents and professional visitors of how it improves and saves lives.
- To encourage and mobilise Madrid residents and professional visitors to donate blood, with campaigns timed to coincide with the event.
- To increase reserves within Madrid's healthcare system during the days of the event: a voluntary, altruistic act of solidarity that, in just 25 minutes, can provide treatment for up to three people.
- To establish a positive bond between event attendees and Madrid residents, raising awareness of the value professional visitors contribute to the local community through initiatives of this kind.
- To increase attendee satisfaction and create positive, lasting memories of both the event and the destination, improving the participant experience through a social initiative that fosters a sense of belonging and a genuine contribution to the host city.
- To position Madrid as a caring, committed city dedicated to health and wellbeing, while reinforcing the positive image of meetings tourism as a driver not only of economic growth but also of social change.
- To provide organisers with the tools to ensure that events held in Madrid generate a positive, tangible and lasting impact on the local community after they finish.
- To help participating congresses increase their brand visibility, either individually or in combination with other initiatives.

### How does the initiative help event organisers?

Through institutional coordination, organisers can turn their meetings into purposeful events that generate positive impact and shared value, strengthening not only Madrid's reputation as a responsible congress destination committed to the local community, but also the visibility of their own brand.

*Share Knowledge, Share Life* is a ready-made, tried-and-tested social action model that integrates seamlessly into professional gatherings and is supported by city-wide promotion through MCB channels.

**Madrid Convention Bureau** facilitates and coordinates the action.

**The Red Cross** manages the mobile blood donation units and the professional staff operating them.

**The regional government of Madrid's Blood Transfusion Centre** processes, stores and distributes blood components to healthcare centres, services and facilities throughout the Community of Madrid.

### For the organiser, this means:

- Including a social action without having to manage it themselves.
- Integrating the action within the event venue (IFEMA Madrid, convention centres, corporate headquarters, etc.).
- Having the necessary specialist staff in place.
- Running an activity whose return is easy to measure.
- Achieving greater brand visibility across the city.

