

The Future of Healthcare Meetings

A joint ICCA and AC Forum event

6-8 June, 2023 | Istanbul, Türkiye



acforum
associations & conference forum



Programme

Day 1 - Tuesday 6 June

08:00 – 18:00	Arrivals throughout the day
12:00 – 19:30	Registration Desk Opens for Badges
12:00 – 16:00	Bosphorus Cruise tour
15:45 – 16:30	Welcome Coffee and Tea
16:30 – 16:50	Welcome Address <ul style="list-style-type: none">• Senthil Gopinath, CEO ICCA• Ben Hainsworth – President - Elect, Associations & Conference Forum (AC Forum)• Dr. Elif Balci Fisunoglu, Vice General Manager- Tourism Operations & Development at TGA• Pervin Zeydanli, General Manger, İstanbul Congress Centre (ICC)
16:50 – 17:05	Opening icebreaker session moderated by Roy Sheppard
17:05 – 17:30	Opening keynote – Sustainable tourism for all Speaker: Dr. Elif Balci Fisunoglu, Vice General Manager- Tourism Operations & Development at TGA
17:30 – 18:00	ICC Site Inspection – associations only
17:30 – 19:30	Time at Leisure
19:45 – 22:00	Welcome Reception and Dinner

Day 2 - Wednesday 7 June

08:30 – 09:00	Welcome Coffee and Tea and Registration Desk Opens
09:00 – 09:45	Opening session - Engaging young professionals at (healthcare) events Moderator Annalisa Ponchia, AIM Group Panellists <ul style="list-style-type: none">• Fredrik Lundgren, Gothenburg Convention Bureau• Christina Strohschneider, Austria Center Vienna• Noemi San Emeterio Huang, European Society for Blood and Marrow Transplantation (EBMT)• Mia Fredin Grupper, World Stroke Organization• Ali Burak Salman, International Pharmaceutical Federation (FIP)

09:45 – 12:30	<p>How might we make healthcare meetings more valuable for NEXT GEN professionals? Workshop by Ugo Both and Madison Bonovich, Future of Work lab</p> <p><i>This session will provide a dynamic, interactive experience where participants:</i> <i>(1) understand the priority needs of NEXTGEN healthcare professionals and</i> <i>(2) co-create solutions for healthcare meetings to address these needs.</i></p> <p><i>The session will be structured into three segments:</i> <i>Segment 1: A presentation to introduce the key themes;</i> <i>Segment 2: A Design thinking sprint where participants co-create solutions to reinvent healthcare meetings in line with the needs/wants of healthcare professionals.</i> <i>Segment 3: Quick group presentations in plenary.</i></p> <p><i>At the end of the session, the solutions developed by the groups get consolidated into an "Agenda for Action" that can be circulated on the conference's final day. The document is meant to help ICCA and member associations re-design healthcare meetings.</i></p>
12:30 – 13:30	Lunch
13:30 – 14:30	<p>Ignite© Rapid Fire Presentations</p> <p><i>This session will showcase a number of examples of innovate projects and approaches to healthcare meetings by both ICCA members and associations, presented in a quick and engaging format to inspire and ignite further conversations among the audience.</i></p> <p>Moderator Catherine Kalamidas Rotterdam Partners</p> <p>Speakers</p> <ul style="list-style-type: none"> • Mirjam van der Kamp Rotterdam Ahoy • Jenny Ennis European Society of Sports Traumatology, Knee Surgery & Arthroscopy, (ESSKA) • Thomas Berghausen Meta-fusion • Jeremias Rodriguez World Federation of Hemophilia (WFH) • Milo Vergucht Visit Flanders Convention Bureau • Mia Grupper World Stroke Organization • Mary-Jane Wiedemann Brisbane Convention & Exhibition Centre • Onur Yeniyyigit European Society of Neuroradiology • Solomon Rataemane World Association for Psychosocial Rehabilitation • Catherine Kalamidas Rotterdam Partners

14:30 – 15:30	<p>Session 2a: Healthcare meeting accreditation panel session – associations only</p> <p>Panellists</p> <ul style="list-style-type: none"> • Ben Hainsworth, European Association for the Study of the Liver (EASL) • David Vodusek, BioMed Alliance • Patrick Magennis, UEMS Chair, Grouping II • Monica Fontana, European Renal Association (ERA)
14:30 – 15:30	<p>Session 2b: Healthcare meeting venue and destination compliance masterclass – ICCA members only</p> <p>Facilitators</p> <ul style="list-style-type: none"> • Yana Budel, GCO Global • Marlize Eckert, GCO Global
15:30 – 16:00	Break
16:00 – 17:00	<p>Session 2c: Healthcare meeting compliance masterclass – How associations and meetings suppliers can effectively collaborate on making healthcare meetings compliant – ICCA members and associations</p> <p>Facilitators</p> <ul style="list-style-type: none"> • Yana Budel, GCO Global • Marlize Eckert, GCO Global
17:00 – 19:00	Time at leisure
19:30 – 22:00	Networking reception and Dinner

Day 3 - Thursday 8 June

08:30 – 09:00	Networking Coffee & Tea
09:00 – 09:30	<p>Opening session – Bringing stakeholders together in a radical healthcare meeting format – A case study on the Radical Health Festival Helsinki 2023</p> <p>Speaker Kelly Denis, European Society of Cardiology (ESC)</p>
09:30 – 10:30	<p>Response Room Innovation Challenge</p> <p><i>In collaboration with the German Convention Bureau on the topic of Legacy: Taking healthcare events to the next level to improve public health. This session includes the presentations of the three winning case studies of the Response Room Innovation Challenge.</i></p> <p>Moderator Esra Güler, MICE Director TGA</p> <p>Speakers</p> <ul style="list-style-type: none"> • Anna Bueno, Barcelona Convention Bureau - Parkinson Ready Program • Ben Hainsworth, European Association for the Study of the Liver (EASL) - Love your liver

	<ul style="list-style-type: none"> Paola Padovani, Triumph Group International - The dual value of sustainability in the 25th World Congress of Dermatology
10:30 – 11:00	Break
11:00 – 12:00	<p>How to become a brand ambassador for your organization</p> <p><i>This interactive session will focus on how you can serve your organization and amplify messages by building your personal brand on LinkedIn. It will give you tips for maximum engagement, give you confidence and show you how to enjoy yourself in the process.</i></p> <p>Speaker Liora Kern, ZN</p>
12:00 – 13:00	The future of healthcare associations SWOT - Wrap Up and Key Takeaways
13:00 – 14:00	Farewell lunch

[Optional afternoon tours](#)