

The Future of Healthcare Meetings

1-3 October, 2025 | Düsseldorf, Germany

Hosted by
Düsseldorf
Live close Feel free

Wednesday, October 1, 2025

09:00 - 14:00	Associations-only Programme, including Tour
13:30 - 15:00	Badge pick-up
14:00 - 15:00	Optional: Welcome Drink & Site Inspection at CCD
Welcome & Kick-Off 15:00 - 15:20	Dermot Ryan, Head of Association Engagement, ICCA, Amsterdam Christian Zaum, Commissioner for Law and Order, Economic Development and Health, City of Düsseldorf Jens Ihnen, Managing Director, Visit Düsseldorf, Director Düsseldorf Convention Maria Kofidou, Managing Director, Congress Center Düsseldorf Jenny Ennis, Meetings and Events Director, International Society of Nephrology (ISN)
Designing Meetings That Change Lives 15:20 - 16:00	Healthcare meetings are more than just meetings – they have a real impact on patient health outcomes, being a forum for education and the sharing of case studies and best practice. Associations and ICCA Members are important stakeholders in delivering impactful meetings – but let's listen to the voice of another key stakeholder: the attendee. With his focus firmly on the future, Dr. Stephan Martin, an accomplished medical professional and the recipient of a number of scientific awards, will share his perspectives on the changes taking place in the medical and scientific world and how we can harness the power of meetings to influence real-world clinical practice. Prof. Stephan Martin, Director, West-German Centre of Diabetes and Health, Düsseldorf
"Lucky Dip" - the Gift of Insight! 16:00 - 17:00	Time to share our experiences, thoughts and challenges in small open roundtable discussion. Drawing on inspiration from the "lucky dip" - a game or activity, often used at fairs, parties, or events - where participants reach into a container (like a bag) without looking and pull out a random item—usually a small gift or prize, we will be gifting attendees the gift of insight! Each table will have a box of questions drawn randomly to spark conversation. Katrina Sichel, Moderator
Wrap-Up: What Did We Learn Today? 17:00 - 17:15	As we close out the afternoon, Katrina will encourage us to reflect on the insights, questions, and connections sparked by today's sessions. This is a moment to pause, synthesise, and celebrate the learning we've done together—and to carry that momentum forward into the rest of the Meeting. Katrina Sichel, Moderator
17:15 - 19:00	Free Time

19:00 - 19:30	Transfer Raddison Blu Conference Hotel - Uerige Brewery
Welcome Reception & Dinner 19:30 - 22:30 Uerige Brewery Restaurant	Where better to start our social programme in Düsseldorf than in true local style at one of the city's most beloved breweries, Uerige, including a tour and live music. Whether you're reconnecting with colleagues or meeting new faces for the first time, join us for great conversation and a shared toast to the days ahead.
22:30 - 23:00	Transfer from Uerige Brewery - Radisson Blu Conference Hotel

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Thursday, October 2, 2025

Yoga & Morning Stretch 07:00 - 08:00 Radisson Blu Conference Hotel	Start your day with a refreshing morning stretch at the Radisson Blu Conference Hotel Düsseldorf to energize yourself before another inspiring day at the ICCA Future of Healthcare Meetings.
08:45 - 09:30 Optional Morning Bike Tour to CCD 09:00 - 09:15	Optional Site Inspection CCD Ready to beat the car and do your first little exercise of the day? Then grab a bike and cycle the ten-minute ride from the hotel alongside the river Rhine to the Convention Centre. Collection point: Radisson Blu Conference Hotel
Welcome to Day 2 - What's New in in Pharmaceutical Compliance? 09:30 - 10:00 What Impact May Digitalization may have on the Future of Healthcare Meetings? 10:00 - 10:45	Join us for a fireside conversation with an expert on recent changes to pharmaceutical compliance for medical meetings – and what might be on the agenda for the future. Katrina Sichel, Moderator Christian-Claus Roth, Co-President, International Pharmaceutical Congress Advisory Association (IPCAA) Executive Director, Scientific Engagement Governance, Novartis As healthcare rapidly evolves in the digital age, so too must the ways in which health professionals connect, collaborate, and innovate. This session delves into the transformative potential of digitalisation on the future of healthcare meetings. Prof. David Matusiewicz, a driving force at the intersection of academia, innovation, and healthcare policy and a pivotal figure in Germany's digital-health evolution, will share with us his perspective on where the future may lead us. Prof. David Matusiewicz, Dean and Director of the Institute for Health & Social Affairs at FOM University of Applied Sciences, EssenDean of Health & Social Affairs, Director of the Institute for Health & Social Affairs (ifgs) and Center for Innovation, Business Development & Entrepreneurship (CIBE), FOM University of Applied Sciences
10:45 - 11:15	Morning Coffee Break
Get Inspired by Next Gen 11:15 - 13:00	This session isn't just about healthcare meeting trends. It's about shifting who gets to shape the conversation. In this groundbreaking student-led initiative, 12 students came together co-create a session that challenges the norms and brings fresh perspectives to the centre of healthcare meetings dialogue. The students are expertly guided by Michael Roloff, Hochschule Fresenius Düsseldorf and Prof. Stefan Luppold, DHBW Ravensburg, who bring years of expertise in event innovation and creative thinking. Hochschule Fresenius Düsseldorf (Fresenius University of Applied Sciences) Düsseldorf DHBW Ravensburg (Baden-Wuerttemberg Cooperative State University) Ravensburg
13:00 - 14:00	Lunch Break

Financial Sustainability of Healthcare Meetings: Beyond the Balance Sheet <i>In Partnership with IBTM World</i> 14:00 - 15:30	As healthcare meetings evolve, so must the way they are funded, managed, and sustained. Financial sustainability remains a cornerstone for the longevity of organisations, but financial strength alone cannot ensure long-term relevance and impact. This session explores the nuanced relationship between funding, partnerships, and purpose in the healthcare meetings space. We'll ask: "Is cash king?"— or are strategic, values-driven collaborations really the new currency? How can associations strike a balance between meeting financial objectives and other objectives. Jenny Ennis, Meetings and Events Director, International Society of Nephrology (ISN) Chiara Parisotto, Head of Communication and Engagement, European Society for Organ Transplantation (ESOT) Silke Weerts, MCI Group - Executive Director, European Association for Haematopathology (EA4HP) Milo Vergucht, International Association Expert, Flanders Convention Bureau
15:30 - 16:00	Afternoon Coffee Break
Speed "Dating" with a Purpose 16:00 - 17:00	Get ready for high-energy, high-impact networking - with intention. In this dynamic "Speed Dating with a Purpose" session, attendees will engage in a series of short, structured conversations designed to spark connections and exchange insights.
Wrap Up Day 2 - What Did We Learn Today? 17:00 - 17:10	As we conclude Day 2, Katrina will once again invite us to reflect—this time on the deeper conversations, evolving themes, and new connections that have shaped today's journey, building on the momentum from Day 1. Katrina Sichel, Moderator
17:10 - 20:00	Leisure Time
19:30 - 20:00	Transfer from Radisson Blu Conference Hotel - K21 Ständehaus
Conference Dinner 20:00 - 23:00 K21 Ständehaus	Düsseldorf's Ständehaus houses contemporary art from the state collection. With its gorgeous park, it is one of the most attractive locations for events in the region. The incomparable ambience of the splendid architecture from the second half of the 19th century provides a unique setting for first-rate wonderful events, just like tonight's dinner! And you are invited! K21's award-winning event caterer will magically conjures up a food concepts that leave nothing to be desired and impresses just as much as the location itself.
23:00 - 23:30	Transfer from K21 Ständehaus - Radisson Blu Conference Hotel

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Friday, October 3, 2025

Welcome to Day 3 - What's New in Continuing Medical Education?

9:00 - 9:30

Join us for a fireside conversation with an expert on recent changes continuing medical education (CME) certification for medical meetings – and what might be on the agenda for the future.

Katrina Sichel, Moderator

Margarita Velcheva, Manager, Continuing Education, Kenes Group

The Patient's Voice: Reimagining the Role of Patients in Medical Meetings

9:30 - 10:30

As the push for patient-centred care gains momentum, it's no longer enough to talk about patients; they must be part of the conversation. This session explores how integrating the patient voice into medical meetings can enrich dialogue, improve relevance, and drive impact. We will explore best practices and also peer into the future considering what this engagement might meet for meeting stakeholders such as association meeting planners, destinations, venues and other partners.

Katrina Sichel, Moderator

Ariane Brusselmans, Director Conferences, International AIDS Society

Peter Kapitein, Patient Advocate, Inspire2Live Foundation

Elisabeth Kasilingam, Chief Executive Officer, European Multiple Sclerosis Platform (EMSP) and Vice-President of the European Patients' Forum

10:30 - 11:00

Morning Coffee Break

EDU-Networking - Science and Learning Beyond the 4 Walls of the Congress Venue: Different Perspectives

11:00 - 12:30

Science and learning beyond the 4 walls of the congress venue: different perspectives

Stefaan will dive into the different perspectives on science and learning beyond the congress venue. Then it is over to you! Working in small groups in this EDU-networking (education + networking) session, attendees will stretch the concept of where and how content can be delivered.

Think about... and more...

- Reimagining the congress venue
- Reimagining congress sessions
- Outdoor and experiential learning Spaces
- The role of the destination and different stakeholders in content development?
- Reaching audiences where they are?
- Making learning continuous (not just event-based)
- Hub-and-Spoke Models
- Content Co-Creation and community-based Learning

Stefaan De Corte , Founder and Managing Director, Laurea

Closing Session

12:30 - 12:45

As our time together comes to an end, this closing session offers a moment to briefly revisit key highlights, acknowledge the

contributions of our speakers and attendees and look ahead to the future opportunities the meeting has inspired.

Katrina Sichel, Moderator

Kai Opitz, Director Sales and Business Development, Congress Center Düsseldorf

Dimitri Belov, Head of Health Marketing, Düsseldorf Convention

Dermot Ryan, Head of Association Engagement, ICCA

12:45 - 13:45

Farewell Lunch

Guided Tour: Düsseldorf by bike, followed by a panoramic KD tour

14:00 - 16:45

Grab a bike and join us on a fifteen-minute bike ride alongside the Rhine to the legendary old town. From there, the panoramic one-hour cruise starts to get to know the capital of North Rhine-Westphalia from a river perspective. Whether sun deck or saloon - a panoramic cruise with the KD through Düsseldorf is worthwhile in any weather. Enjoy views and insights that you can only get from the water. The old town, castle tower and media harbor glide past you in a relaxed manner.

Along the way, you will learn lots of interesting facts about the eventful history of Düsseldorf, once a princely residence and today the political center of North Rhine-Westphalia. After the cruise we will take public transportation back to the hotel.

Guided City Tour by the River Rhine

14:45 - 16:00

A different approach to city history: in Düsseldorf it becomes obvious along the Rhine. On a stroll on the beautiful promenade along the Rhine, which links the Old Town and "Medienhafen", you'll hear tales about the river and the city's 700-year history during which it developed from a fishing village into the modern capital of Northrhine-Westphalia.

Guided Tour: Brewery Tour

14:45 - 16:00

Düsseldorf's old town is famous for its Altbier, which has been brewed here since the time of Jan Wellem and is still produced according to the old purity laws. On a convivial guided walk through the old town, you will learn about the most important sights and the history of Altbier and the local breweries.

During the walk, you will visit two breweries and have the opportunity to taste traditional Altbier.

Experience Düsseldorf's old town and try two different traditional Alt beers

Note: You will receive a complimentary Düsseldorf Card at check-in at the Radisson Hotel, which is required for this tour

Discover the architectural highlights of international architects