

The Future of Healthcare Meetings



2-4 September, 2024 | Zurich, Switzerland

Hosted by:

Zürich,
Switzerland.

ICCA The Future of Healthcare Meetings 2024

Destination: Zurich, Switzerland

Venues: Zurich Convention Center and Messe Zurich Exhibition Center

Final Programme

Monday, 2 September

Venue: Zurich Convention Center

07:45 – 17:15	Arrivals throughout the day
14:00 – 19:30	Registration desk at Zurich Convention Center – Badge pickup
12:45 – 15:00	Health Innovation Tour 1: The Operating Room of Tomorrow (optional) <i>Join a tour of the cutting-edge Operating Room X facility, located within the Balgrist University Hospital. This innovative open-access center for surgical research and training combines a highly realistic surgical environment with cutting-edge technology. Visitors enter the former hospital bunker via a spectacular spiral staircase. OR-X is a fully equipped operating room, designed for tomorrow's surgical research and training.</i> Optional tour on a first-come, first-served basis. (by registration only) Meeting point: Ruby Mimi Hotel
12:45 – 15:00	Health Innovation Tour 2: The Future of Pharma (optional) <i>Explore the Bio-Technopark Schlieren-Zurich and discover one of the leading hospital pharmaceutical competence centers in Switzerland: ZüriPharm AG, provider of a wide range of services relating to medicinal products. ZüriPharm, located in the science park for companies and institutions from the life sciences sector, utilises the latest technologies and pharmaceutical know-how.</i> Optional tour on a first-come, first-served basis. (by registration only) Meeting point: Ruby Mimi Hotel
12:45 – 15:00	Health Innovation Tour 3: Digital Health Solutions (optional) <i>In the Digital Health Center Bülach, start-ups, established IT companies and healthcare organisations work together to develop common solutions in the field of digital health. The aim of the innovation center is to use digital solutions to improve processes, products, and services in the healthcare sector with the patient's wellbeing at the forefront.</i> Optional tour on a first-come, first-served basis. (by registration only) Meeting point: Ruby Mimi Hotel
15:00 – 15:30	Welcome coffee & tea



The Future of Healthcare Meetings

15:30 – 15:45

Welcome & kick off

Meet, greet, and network with fellow attendees as we arrive in Zurich and gear up for an exciting programme including interactive sessions and informative discussions.

Moderator: Philipp Bächstädt

Speakers: Vanessa Reis, Head of Zurich Convention Bureau, Thomas Wüthrich, CEO, Zurich Tourism & Dermot Ryan, Head of Association Engagement at ICCA

15:45 – 16:15

Keynote #1: The Changing Face of Healthcare

Shifts in demographics, emerging technologies, and a changing workforce will impact on basic science, clinical practice and create challenges and opportunities on how healthcare meetings need to evolve to stay relevant and remain valuable to their stakeholders. Join this session to gain insights on the trends that are shaping the field today to be ready for tomorrow.

Speaker: Felix Strobl, Neuroscientist, Science and Business Development Manager, European Society of Preventive Medicine

16:15 – 17:00

Panel: What will the Changing Face of Healthcare mean for our Meetings?

This collaborative discussion will delve into the topics addressed during the Keynote presentation, offering attendees the opportunity to ask questions and share ideas during a roundtable conversation.

Moderator: Moderator: Cathy Persidis, General Manager, European Academy of Allergy and Clinical Immunology - EAACI

Speakers: Mark Bächer, CEO Life Science Communication | Davi Kaur, CEO European Society for Emergency Medicine – EUSEM | Catherine Kalamidas, Business Development Manager, International Congresses and Events, Rotterdam Partners, Magdalena Makiela Bogacka, Co-Vice President, International Pharmaceutical Congress Advisory Association - IPCAA

17:00 – 17:30

Coffee break

17:30 – 19:00

Business meeting appointments #1

Our meeting scheduling tool will make your time in Zurich even more productive providing a platform connecting ICCA Members and associations by setting one-to-one meetings to ask questions, share information and get business done.

19:00 – 21:30

Welcome Reception & Dinner

Venue: LUX Restaurant & Bar (located inside the Zurich Convention Center)

Dress code: Business casual

Optional meeting point: Ruby Mimi Hotel, at 19:30

21:30 – 22:30

Walking tour with the Night Watchman (optional, by registration only)

In the dark alleyways of medieval Zurich, the night watchmen were important guards: they not only called out the hours, but also in particular were on the look-out for fires and shady characters such as drunkards and thieves. Nowadays, tour participants who accompany the night watchman on his rounds through the city after dark embark on a journey back through time to the Zurich of yesteryear. The night watchman tells participants all kinds of gruesome stories of harsh sentences, executions, hangmen, and witches, and of plagues and devastating fires. However, he also relates some amusing anecdotes, and time and time again causes his fascinated listeners to smile and marvel at the many interesting facts about the city's eventful history.

- *This tour is also available in German.*



The Future of Healthcare Meetings

Tuesday, 3 September

Venue: Messe Zurich, Hall 7

08:00 – 09:00

Association Partner Hosted Breakfast

A special invitation for associations: Join us for a delicious breakfast at the Signature by Regus Zürich, Bahnhofplatz.

Thank you to ICCA's Association Partners: Abu Dhabi Convention & Exhibition Bureau, Dubai Business Events, Exhibition World Bahrain, Meet in Ireland, Ljubljana, I am Amsterdam, Marina Bay Sands Singapore, 100% Pure New Zealand, Panama, Rotterdam Ahoy, Destination Toronto, Saudi, Zurich and Radisson Hotel Group.

09:10 – 09:40

Welcome coffee & registration desk

09:40 – 10:15

Keynote #2: The science of science communication and opportunities for medical meetings

At the core of medical meetings is the presentation and exchange of scientific knowledge and innovation. Yet how science is presented and communicated at healthcare meetings has hardly changed for decades. What does current research teach us on ways how scientific exchange could be more impactful? This research-driven session will look at the hot topics in science communication research, the current trends and challenges.

Speaker: Dr. Mike Morrison, Lead Scientist Experience Researcher, Curvenote

10:15 – 11:00

Session: Turbocharge Science and Knowledge Sharing - How to turn medical events into must-attend experiences

If there is one thing we learned from the pandemic, it is that in-person meetings need to create experiences that virtual meetings can not deliver on. Discover the art and science of turning your in-person medical events into must-attend experiences. Four top tips will be shared and brought to life by innovative case studies. Attendees will find out how to turn educational content into emotionally charged experiences, how to translate academic data into unforgettable stories, how to move from one-way telling to two-way sharing, and instead of packing a programme with content, why it's important to also curate blank spaces. Along the way, attendees will also discover the science that underpins the methods.

Speaker: Pigalle Tavakkoli, Founder, School of Experience Design

In partnership with IBTM

11:00 – 11:30

Morning coffee break

11:30 – 12:30

Workshop: How to Design Transformational Meeting Experiences

This hands-on and fast-paced workshop will guide participants how to devise a transformation strategy for emotionally charged, unforgettable experiences. Attendees will collaborate in groups, to apply the top tips gleaned in the Keynote presentation to one of their projects. They will explore the key principles how to innovate meeting designs and deliver science in new, more engaging and inclusive ways, ultimately leading to greater impact of their meetings and a more valuable experience to all stakeholders.

Speaker: Pigalle Tavakkoli, Founder, School of Experience Design

In partnership with IBTM

12:30 – 13:30

Lunch

13:30 – 14:00

Panel: The "Compliance Doctor" is in: How to diagnose the current state of pharma/MedTech compliance and treat its symptoms and side effects.

Share experiences and challenges, ask questions and get updates on what is new. Do we really know and understand each other's compliance pain points? A panel of healthcare association and pharma/MedTech professionals will open the session by discussing their perspectives and daily realities. What has changed recently or is likely to change? Experts will give us an update on the current "state-of-the-affairs".

Moderator: Thomas Reiser, International Society on Thrombosis and Haemostasis – ISTH

Speakers: Magdalena Makiela-Bogacka, EMEAC GEMS Lead, MSD and Co-Vice President, International Pharmaceutical Congress Advisory Association | Silvano Schär, Chief Commercial Officer, Congrex | Elena Baggetta, Senior Congress Manager, European Society of Sports Traumatology, Knee Surgery and Arthroscopy – ESSKA | Sus Nygaard, International Senior Sales Manager, Bella Center Copenhagen

14:00 – 15:30

Workshop: The "Compliance Doctor" is in: How to diagnose the current state of pharma/MedTech compliance and treat its symptoms and side effects.

Level one: Compliance Doctor Workshop: Building a Knowledge Baseline

This session will concentrate on highlighting the essential knowledge required to understand and navigate industry codes of practice. Through the use of case studies and informal scenarios, we will illustrate best practices and actionable insights, to develop your approach to compliance and improve your confidence when communicating your knowledge or starting to build this into the creation of "appropriate" meetings.

Level two: Compliance Doctor Workshop - Future Proofing your Organisation

Join us for an interactive session where we'll explore how medical societies, destinations, and agency partners can effectively navigate industry codes to create compliant meetings; interactions, and commercial relationships. We'll focus on building the organisational competency needed to future-proof collaborations and ensure long-term success.

Speakers: Mark Handforth and Simon Beard, 3sixtyeventconsulting

Thanks to the Radisson Hotel Group for their support of this Workshop.

15:30 – 16:00

Afternoon coffee break & Messe Zurich site inspection (optional)

16:00 – 17:30

Business meeting appointments #2

Our meeting scheduling tool will make your time in Zurich even more productive providing a platform connecting ICCA Members and associations by setting one-to-one meetings to ask questions, share information and get business done.

17:30 – 19:20

Time of leisure

20:00 – 23:00

Networking reception & dinner

Venue: Barfussbar | Dress code: Casual Chic – heels not recommended

Optional meeting point: Ruby Mimi Hotel, at 19:30



The Future of Healthcare Meetings

Wednesday, 4 September

Venue: Messe Zurich, Hall 7

07:45 – 08:30

Exclusive tram from Ruby Mimi Hotel to Messe Zurich (optional)

Meeting point: Ruby Mimi hotel

If you wish to get the exclusive tram with us, please be at the meeting point at 07:45AM sharp.

08:30 – 09:00

Networking coffee & tea

09:00 – 10:00

Improving patient care: How can healthcare associations, Pharma/MedTech companies and Sector Partners work together for greater value creation around medical meetings.

For medical meetings to be successful, they need to create significant value for their stakeholders. Activations, engagement and education/information of HCPs by the pharma/MedTech industry needs to remain relevant, contemporary and create ROI and ROO (return on objective) to justify the significant efforts and investments made in medical meetings. For example, the imminent death of the industry exhibition may have been exaggerated but it may still (need to?) happen in the future.

The impact on the associations and venues may be significant but may also offer new opportunities. A high-level panel will look at how the interplay between companies and associations, and the requirements from venues, may be changing and discuss how the stakeholders can co-create novel ideas and approach to provide greater value for all stakeholders.

Moderator: Daniel Palomo, MBA, MSc , Director, International Group and Sales, Visit Houston

Speakers: Jürgen Meier, Director of Meetings and Operations, EuroSpine
Magdalena Makiela-Bogacka, EMEAC GEMS Lead, MSD and Co-Vice President, International Pharmaceutical Congress Advisory Association | Kimberley Zimmermann, CEO, European Academy of Dermatology and Venereology – EADV
Christian Ortlepp, Director Guest Events, MCH Group | Sissi Lignou, CEO, AFEA and President-Elect, International Association of Professional Congress Organizers – IAPCO

10:00 – 10:45

Beyond the Meeting: How healthcare organisations can increase the impact of their meetings before, during and after they take place.

Healthcare meetings can significantly impact patient care through education and collaboration but a Congress is more than a collection of plenaries, symposia and workshop. Pre-congress, onsite and post-congress communication, engagement and activations can be powerful tools to significantly amplify the value of the meeting, further driving the mission of the association.

Join us to find out what organizations can do to impact everything from congress attendance, advocacy, member engagement, visibility in (social) media, awareness raising and even fundraising. (and no, we will not be talking about "legacy"!)

Moderator: Noemi San Emeterio Huang, Education and Events Director, EMBT

Speakers: Milo Vergucht, International Expert, Visit Flanders Convention Bureau & Petra Lammers, CEO, onlinelive| Almuth Siemann, Director Partnership Development, Encore

10:45 – 11:15

Morning coffee break

11:15 – 12:00

Sharing is Caring

What keeps you awake at night or what would you like to know more about? Throughout the days in Zurich, participants will have the opportunity to generate the healthcare meeting topics that they want to discuss for round-table knowledge exchange. Pick your topic(s) of interest and join the conversation, learn, and share!

Facilitator: Jelmer van Ast, CEO, Conference Compass



The Future of Healthcare Meetings

12:00 – 12:30

Wrap up & Key Takeaways

Speakers: Vanessa Reis, Head of Zurich Convention Bureau, & Dermot Ryan, Head of Association Engagement at ICCA

12:30 – 13:45

Farewell lunch | Fully vegetarian

14:00 – 16:00

Optional activities:

City tour "Made in Zurich"

Visit the stores of creative people who sell handmade, local products and original Zurich design in the up-and-coming quarter around Zurich Main Station. On this fascinating tour through one of Zurich's youngest neighborhoods, visitors get to know a selection of genuine Zurich products. These are made by creatives with a great deal of passion and inventive spirit. During the tour, guests will have the opportunity to taste some of the products, as well as learn about the historic architectural background to the vibrant neighborhood around Zurich Main Station.

*Optional tour on a first come first served basis (by registration only)
Meeting point: Entrance Halle at Messe Zurich at 13:45*

Guided Tour at The Circle "an exclusive insight"

A host of top businesses are located at the Circle. Its iconic architecture and unique location make it the perfect place for ideas to be sparked and take flight. Functioning as a round table for professionals, it provides the perfect environment for collaborative growth. The Circle offers a cosmopolitan atmosphere where inquisitive minds converge and inspire one another. Learn fascinating background information about the Circle at Zurich Airport.

In addition to details about architect Riken Yamamoto and the architecture of the building, guests will also be given useful information about the various tenants of the offices and shops as well as the technical data of the building services and logistics.

*Optional tour on a first come first served basis (by registration only)
Meeting point: Entrance Halle at Messe Zurich at 13:45*

14:00 – 18:00

Optional activity:

Lindt Home of Chocolate followed by a reception at the lake during a short boat tour

In an impressive new building designed by star architect Christ & Gantenbein, the Lindt Home of Chocolate welcomes chocolate lovers from all over the world to Kilchberg on Lake Zurich. An interactive multimedia exhibition guides visitors through seven different chocolate worlds, which appeal to all the senses. From the cultivation of cocoa to the history of chocolate to tasting top-quality Swiss chocolate, here you can find out everything you need to know on the subject. In addition, interested visitors can view the latest production and automation technologies at a show production facility.

Before heading back to the city center, we will enjoy a reception directly at the lake of Zurich.

*Optional tour on a first come first served basis (by registration only)
Meeting point: Entrance Halle at Messe Zurich at 13:45*