



acforum  
associations & conference forum

# The ICCA and AC Forum **best practices for healthcare meetings**

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Creating a strategic future for international  
healthcare meetings together

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# Introduction

ICCA and AC Forum have joined forces to bring together all stakeholders including healthcare professionals, healthcare association leaders and meeting suppliers to collaboratively explore how healthcare meetings should evolve to stay relevant and engaging for future generations.

The second event of this collaborative initiative took place on 6-8 June 2023, in İstanbul, Türkiye. The event brought together important stakeholders to discuss how we can adapt to changes after the pandemic and what the future audience would like to see from healthcare event organisers.

More than 130 delegates came together to take a deep dive into the priority needs of NEXTGEN healthcare professionals, whilst co-creating solutions for healthcare meetings to address these needs. The event also brought together c-suite representatives of major stakeholders involved in compliance and accreditation, to explore how collaboration can improve our ability to deliver first class content to healthcare professionals within the regulatory frameworks.

These best practices outline some of the key findings of a pre-event survey conducted amongst association executives and ICCA members, as well as the outcomes from the presentations and conversations at the event in İstanbul.

Our thanks go out to the host Türkiye Tourism Promotion and Development Agency who were the proud hosts of this event and generously supported the healthcare association community by sponsoring the attendance of 30 association executives from across the world.

## Meet the committee [\(click for more details\)](#)



**Carola**  
van der Hoeft



**Ben**  
Hainsworth



**Finola**  
Quinn



**Frances**  
van Klaveren, CAE



**Nicole**  
Kaijser



**Monica**  
Fontana



**Aileen**  
Crawford



**Catherine**  
Kalamidas



**Carina**  
Montagut



**Noureddine**  
M'ghari

# Associations' current strategies for healthcare meetings

For many associations, events are still the main vehicle to disseminate knowledge and provide networking opportunities for healthcare professionals. Compared to the outcomes of last year's survey, the associations appear to be better adapted to different methods of content delivery, and providing online and in-person content throughout the year seems to be the norm now.

A major theme that has also come to light is the importance of collaboration in creating successful outcomes for healthcare meetings. For both the meeting supplier and association side, their strategic focus has shifted to enhancing and leveraging engagement across all stakeholder groups, more so than before.

Associations are also looking to expand regional activities, through both in-person and online events, to create better inclusivity and engagement amongst their communities. Engaging with the young professionals segment of their membership is also frequently mentioned as an important part of their strategies.

For the meeting suppliers, it really comes down to having an in depth understanding of the needs of the association clients and their members, and working proactively to involve local institutions to enhance and further support the vision and mission of the organisations they attract to their destinations. Many destinations have specific strategies in place to attract and support healthcare meetings and often play an active role in initiating local activities designed to create a positive impact on public health in their destination.

## Some comments include:

“

*Triumph has a wide expertise since 1987 to involve all stakeholders connected with the healthcare world: government institutions, scientific societies, patient associations, pharmaceutical and medical device companies, medical professors and younger generations altogether to plan and deliver important messages and legacy to the community.*

*Triumph Group International*

”

“

*We have a newly implemented strategy with rotating conference destinations so that a different region is represented as a host each conference year. We also are a large member-based organisation and provide the benefit to our conference delegates to become members (short-term) and join the society as part of their conference registration. This emphasises the creation and development of our network.*

*International AIDS Society*

”



# Making healthcare meetings more valuable for NEXT GEN healthcare professionals

It is promising to see that the majority of associations who attended the event already have specific strategies in place to engage and support young healthcare professionals. The world in which healthcare professionals operate is fast changing, and for healthcare associations to remain relevant and provide value, they have to be one step ahead of the game.

This trend is not going unnoticed from the meeting supplier side either. Many venues and destinations are proactively adapting their meeting spaces and services to attract a younger crowd, including more advanced integrated technology, flexible set up, out-of-the-box meeting spaces and putting sustainability at the heart of their practices.

Some comments include:

“

*We have a young stroke professional committee. We also started a Future Leaders programme in 2020. It is a 2 year programme that developed the technical and research skills. The first cohort graduated in Oct last year and consisted of 30 earlier career clinicians and researchers from all over the world. It provided in-depth understanding of the key challenges in relation to stroke and how these challenges can be addressed within diverse stroke care systems. The feedback from the first cohort is excellent and we just finished the first face-to-face workshop for the second cohort.*

*World Stroke Organization*

”

“

*We attract and support young professionals in the following ways:*

- *Technology and Connectivity: they all highly value access to advanced technology and seamless connectivity. Provide reliable high-speed internet, charging stations, and modern communication tools to cater to their digital needs.*
- *Offering more flexible meeting rooms.*
- *Create stronger connections and partnering with local healthcare institutions.*
- *Prioritise health and wellness. Offering fitness centres, relaxation areas, spa services, healthy dining options, and access to outdoor spaces for recreation and stress relief.*
- *Focus on sustainability; implement eco-friendly practices such as energy-efficient infrastructure, waste management initiatives, and sustainable transportation options. Have it and communicate it.*

*Altice Arena Corporate and Congress Centre*

”

During the event, delegates explored the key needs and preferences of young healthcare professionals and proposed several innovative solutions for this. The workshop was delivered by Ugo Bot and Madison Bonovich from the Future of Work Lab.

# GEN Z Need 1 - Career Agility

How might healthcare and event associations help GEN Z professionals discover and connect with the learning and career opportunities in the emerging MedTech Ecosystem?



**Proposed Solution:** *“Unity Health”, a mentorship programme for diversity and inclusion.*

For present and future generations seeking enhanced learning and engagement methods,

**“Unity Health”** offers a pioneering mentorship programme tailored to promote diversity within the health-tech ecosystem.

Distinct from standard mentorship initiatives that rely on conventional pathways, our unique approach is a digital platform, that combines our dedication to diversity advocacy with forward-thinking health-tech career guidance.

Unity Health's mentorship programme could have a diversity-focused approach to promote inclusivity and equity within the health-tech industry. This could involve matching mentees with mentors from underrepresented backgrounds, offering training on cultural competency, and creating a safe and supportive environment for all participants. Mentors could provide feedback, advice, and resources to help mentees navigate the health-tech industry and achieve their goals.





## GEN Z Need 2 - Futurist Mindset

How might healthcare and event associations help Gen Z professionals develop the futurist skills (knowledge of trends, capacity of imagining the future) they need to anticipate and navigate the rapid changes in healthcare?



**Proposed Solution: “GEN Z Global Healthcare Hackathon”.**

For ambitious GEN Z Healthcare professionals and students, who aspire to be part of change in the healthcare industry, and want to connect with like-minded peers,

**Introducing “Gen Z Global Healthcare Hackathon”, the challenge-based innovation programme that empowers young professionals and students to revolutionise the healthcare industry.**

Join us to unlock your potential and collaborate with a community of like-minded individuals, where you will:

- Tackle real-world healthcare issues through innovative problem-solving.
- Gain hands-on experience by developing cutting-edge solutions.
- Make a lasting impact by making quality healthcare accessible to all.
- Network and connect with industry experts, mentors, and fellow participants.
- Showcase your skills and ideas to potential employers and investors.

Don't miss this opportunity to be at the forefront of change in healthcare.



## GEN Z Need 3 - Innovating with Patients

How might healthcare and event associations foster collaboration and innovation between GEN Z professionals, patients, and the new MedTech ecosystem?



**Proposed Solution:** *“Doc Engage”, a virtual live-streaming learning mobile platform*

Introducing Doc Engage, the virtual live-streaming learning mobile platform designed specifically for Gen Z professionals, medtech experts, and patients operating in multicultural and diverse environments.

Unlike traditional offline classes and webinars, Doc Engage revolutionises collaboration in diverse settings by seamlessly connecting healthcare professionals (HCPs), new companies in healthcare, and Gen Z professionals, fostering a dynamic exchange of ideas and experiences. By harnessing the power of the Doc Engage platform, users effortlessly connect, acquire knowledge, and advance collectively, establishing a thriving ecosystem for innovation and mutual support.

Within the mobile app, users gain access to immersive live virtual educational and training sessions, known as Masterclasses, uniting patients, AI experts, clinicians, and next-generation healthcare professionals.





## GEN Z Need 4 - Exploring Applications and Ethics of Emerging Tech

How might healthcare and event associations help Gen Z professionals gain the necessary knowledge and understanding of emerging technologies, their collaborative potential, and the ethical challenges they pose in the future of health?

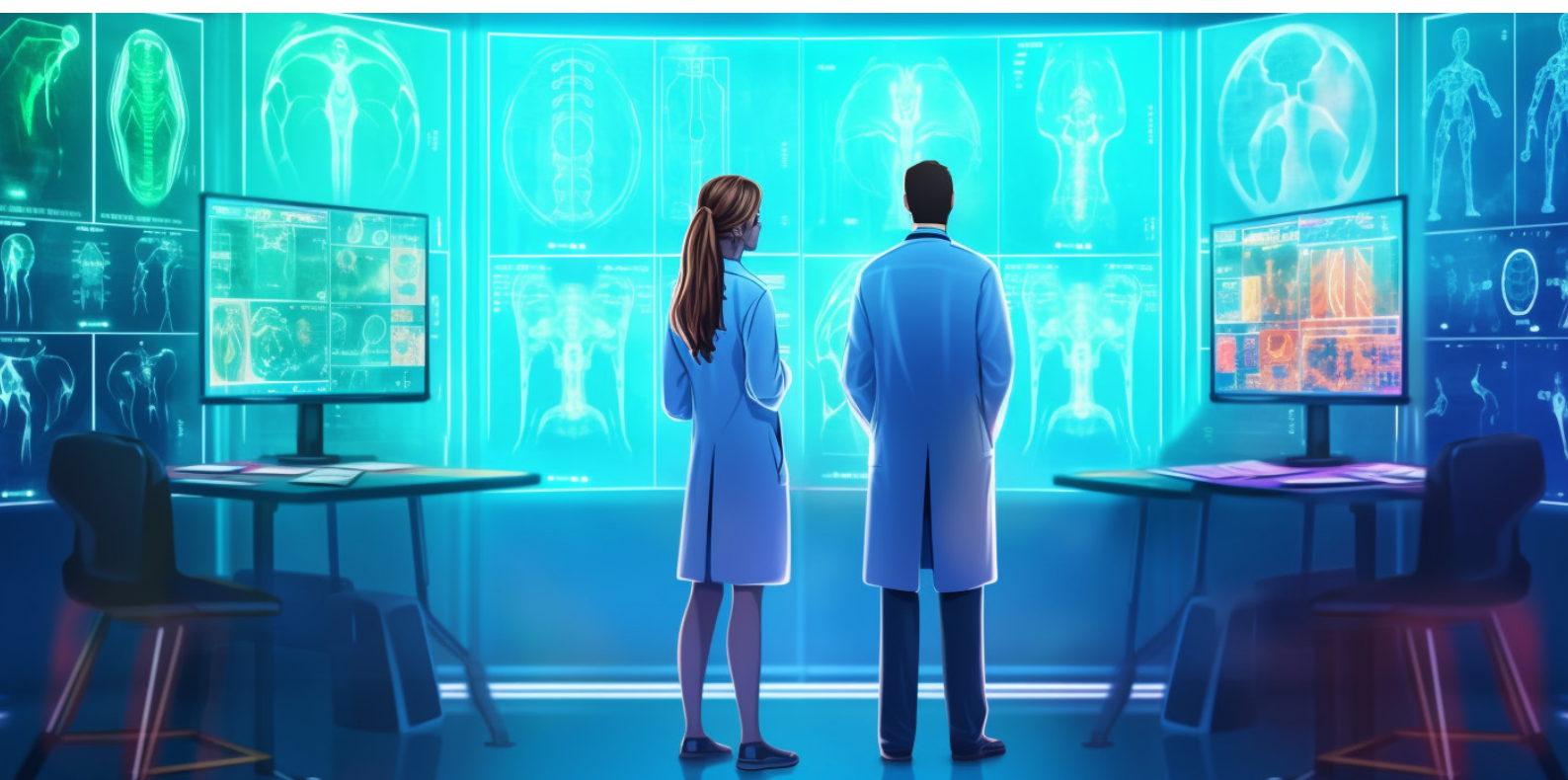


**Proposed Solution:** *VIRTUAL MENTOR, a virtual mentorship programme.*

Unlock your full potential with **VIRTUAL MENTOR**, the ultimate virtual mentorship programme tailored for virtually-versed Gen Z healthcare professionals. Experience a flexible, always available, and inclusive learning environment that adapts to your busy schedule. Our unique blend of human expertise and AI-generated content ensures you receive personalised guidance on emerging technologies, and their applications in healthcare, along with the risks and limitations connected to their adoption.

Connect with a diverse network of experienced healthcare professionals who will guide you on your career journey. Whether you want to enhance your clinical skills, explore research opportunities, or delve into healthcare technology, our mentors are here to support your growth and success. No more limitations of time or location; access mentorship from anywhere, at any time, and engage in interactive discussions, personalised feedback, and collaboration.

Take charge of your educational journey with VIRTUAL MENTOR's structured learning environment. Stay motivated and on track with goal setting and progress monitoring, fostering accountability and driving you toward your professional aspirations. Join the community of virtually-versed Gen Z healthcare professionals who are embracing the future of mentorship. Experience accessible, inclusive, and transformative educational experiences that combine human wisdom and AI innovation. Unleash your potential with VIRTUAL MENTOR today.



## GEN Z Need 5 - Cross-cultural Fluency

How might healthcare and event associations facilitate cross-cultural fluency among Gen Z professionals to enhance their ability to provide culturally competent care, thrive in a multigenerational workplace and improve health outcomes for diverse populations?



**Proposed Solution:** *“MEDSPORTS”, a virtual or hybrid, virtual experience exchange tool.*

MEDSPORTS is the ultimate solution for healthcare professionals and event managers looking to learn, connect, and build trust across the functional and geographical silos of traditional healthcare systems.

Whether you belong to hospitals, medical schools, or associations, MEDSPORTS brings together professionals from diverse backgrounds, facilitating the exchange of knowledge and insights. Embrace a transformative learning experience that empowers you to enhance your professional journey.

Unlike conventional approaches, **MEDSPORTS** leverages the innate creativity and authenticity of participants through interactive games and engaging activities. **By embracing a playful environment, professionals can foster cultural awareness skills, establish meaningful relationships, and promote effective teamwork.**





## GEN Z Need 6 - System Changer

How might healthcare and event associations empower GEN Z professionals to become LEADERS for system change, addressing complex challenges through collaborative and inclusive decision-making opportunities involving patients and diverse stakeholders?



**Proposed Solution:** *“TaskShare”, bringing together all the stakeholders in the healthcare system.*

“TaskShare” is the solution for citizens seeking flexible and adaptable healthcare. This innovative task-shifting tool breaks down the barriers of the fragmented healthcare system, bringing together all stakeholders to drive efficiency and streamline processes, resulting in cost savings. **With TaskShare, we empower Gen Z to explore diverse fields through cross-disciplinary training programmes, facilitating collaborative decision-making for a transformative healthcare experience.**

**Comprehensive Training Programmes:** TaskShare offers comprehensive and cross-disciplinary training programmes specifically tailored for Gen Z healthcare professionals. These programmes expose them to diverse fields within healthcare, equipping them with a broader understanding of the system and promoting a multidisciplinary approach to problem-solving.

TaskShare introduces the concept of task shifting, empowering Gen Z professionals to take on a wider range of responsibilities within their scope of practice. By enabling them to collaborate and seamlessly share tasks across disciplines.

**Collaborative Decision-Making:** TaskShare facilitates inclusive decision-making by providing a platform that brings together patients, healthcare professionals, and diverse stakeholders. This collaborative environment encourages active participation, diverse perspectives, and collective problem-solving, leading to more effective and inclusive decision-making processes.



## GEN Z Need 7 - Learn Across Medical and Tech Disciplines

How might healthcare and event associations help Gen Z professionals learn across medical and technological disciplines while fostering a more holistic care model?



**Proposed Solution:** *“Showing the Pain” the VR Pain Experience Simulator.*

**Showing the Pain** is a patient experience virtual simulator designed specifically for healthcare professionals (HCPs) seeking to develop deeper empathy and understanding for their patients. Unlike traditional methods such as diagnosis or patients sharing their stories, our solution goes beyond by providing HCPs with a truly immersive experience. Through VR and physical sensors, HCPs are transported into the world of their patients, enabling them to gain a first-hand understanding of their struggles, emotions, and challenges. This brings better awareness and understanding which is key for better diagnosis and treatment.

By immersing HCPs in patient experiences, Showing the Pain fosters a deep sense of empathy and understanding. HCPs are able to see and feel the impact of various conditions and situations on their patients, enabling them to develop a more compassionate approach to diagnosis and treatment.

Key for Accurate Diagnosis and Treatment: deeper awareness and understanding of patients' struggles are critical for accurate diagnosis and effective treatment. Showing the Pain equips HCPs with the essential insights needed to make informed decisions, resulting in more precise diagnoses and tailored treatment plans that address patients' specific needs.

## GEN Z Preference 1 - Prioritizing Mental Health

How might healthcare and event associations mainstream mental health and wellness throughout their offerings in a way that is authentic, inclusive, and accessible to all GEN Z professionals who might wish to join?



**Proposed Solution:** *“Augmented Reality Relaxation” VR App.*

Introducing **Augmented Reality Relaxation, the ultimate VR app** designed exclusively for Gen Z healthcare professionals battling stress, depression, and burnout. Experience a tranquil oasis within the comfort of your own home, effortlessly creating a serene atmosphere to unwind.

Say goodbye to the constraints of finding time or the need to venture beyond city limits. With Augmented Reality Relaxation, you have an ever-present companion that transcends physical boundaries, offering relaxation and rejuvenation wherever you may be, at any hour of the day. Enjoy this immersive experience with friends and loved ones, connecting and unwinding together, regardless of your location.



## GEN Z Preference 2 - Mainstreaming Environmental Sustainability

How might healthcare and event associations help foster a culture of long-term environmental stewardship within the healthcare industry?


**Proposed Solution:** *"MEDI-Train", a global platform for education on remote patient care.*

For Gen Z healthcare professionals anywhere around the world seeking comprehensive training and education in online remote patient care, **MEDI-Train** provides a powerful solution that is low-cost, inclusive, and effortlessly accessible worldwide, 24/7.

Unlike conventional in-person training methods prevalent in the West, **MEDI-Train** eliminates the need for travel, office or school attendance, making it both environmentally friendly and time-efficient. By leveraging cutting-edge AI technology, our global mentoring platform not only ensures personalised guidance but also actively works towards reducing inequalities in healthcare education.

## GEN Z Preference 3 - Online and Offline Learning Communities

How might healthcare and event associations build online and offline communities that support authentic communication, encourage continuous knowledge exchange, and promote peer mentorship and collaboration to attract and retain Gen Z membership?

 **Proposed Solution:** *"Pan-Gen", an inclusive multigenerational knowledge exchange platform.*

**Pan-Gen** is a community knowledge exchange platform that empowers individuals of all generations to unlock their full potential by learning from and with one another. Pan-Gen's inclusive and authentic environment fosters safe knowledge sharing, bridging generational divides and cultivating mutual understanding and appreciation. Unlike traditional hierarchical approaches, Pan-Gen breaks down hierarchical barriers, fostering empathy and collaboration.

Pan-Gen creates a vibrant and dynamic online and offline space where individuals from different generations can be matched together to share their knowledge, experiences, and perspectives. The Matchmaking platform connects 2 different gen community members and makes it easy to facilitate a meaningful connection and shared learning experiences in the upcoming events. By fostering a culture of collaboration, Pan-Gen promotes a rich exchange of insights, allowing each generation to learn from the wisdom and unique perspectives of others.

Pan-Gen ensures an authentic and safe environment for all participants. It provides a platform where individuals can express themselves freely, with no hierarchy, ask questions, and engage in open and honest conversations. This promotes trust, respect, and empathy among community members, fostering a conducive space for meaningful knowledge sharing.

Through Pan-Gen, individuals have the opportunity to tap into the collective wisdom of multiple generations. By learning from different perspectives and experiences, peers can broaden their horizons, gain new insights, and unlock their full potential.

# Healthcare meeting accreditation and compliance

From the pre-event survey, the following were indicated as the top challenges associations are currently experiencing with regulations around compliance and accreditation for healthcare meetings:

## For associations (23 responses)

|  | Number of mentions |
|--|--------------------|
| Compliance around involving industry sponsors/sponsored delegate   | 5                  |
| Accreditation process too difficult (time consuming, cumbersome, tight deadlines, switching formats between live and virtual, last minute programme changes) | 4                  |
| Accreditation/certification in a global market   | 3                  |
| Ability to provide engaging networking and social activities at events   | 2                  |
| Ability to identify compliant venues   | 2                  |
| Cost of accreditation  | 1                  |
| Lack of clarity and inconsistencies within the compliance regulations  | 1                  |
| Misalignment on timeframes between stakeholders  | 1                  |
| Misalignment of regulations across different stakeholders  | 1                  |
| GDPR   | 1                  |
| Public engagement restrictions/accessibility   | 1                  |
| Issues with funders needing to comply and delay in funding coming through/restrictions on usage  | 1                  |

## For ICCA members (22 responses)

|  | Number of mentions |
|--|--------------------|
| Staying up to date with changes in the regulations                       | 3                  |
| Limitations in innovation and creativity when it comes to meeting format | 2                  |
| Regional discrepancies between the regulations                           | 2                  |
| Ability to offer services that are compliant                             | 2                  |
| Lack of knowledge and understanding of compliance regulations            | 1                  |
| Changes in EU compliance following Brexit                                | 1                  |
| Hospitality within exhibition areas                                      | 1                  |
| Data management  | 1                  |
| Misalignment on timeframes between stakeholders                          | 1                  |
| Educating and engaging delegates   | 1                  |
| Adapting to digitalisation   | 1                  |
| GDPR   | 1                  |

A dedicated panel was organised amongst the association audience to cover the topic of healthcare accreditation in more depth.

## Panelists included:

- 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)

## Questions Raised

- What will change for those when submitting to EACCME for approval – is there flexibility? Could previously registered on 2.0 migrate to change 3.0?
- If the action of industry (for example supporting delegates to attend or whose support is compliant with local ethical rules but not UEMS) which is beyond the control of an organising association, why would this impact on the conference or on the points awarded i.e. the doctors attending should receive their points even if supported?
- Recognition: could there be an annotated list of nations where ECMECs are recognised but not formally so (e.g. Czech Republic), and where negotiations are on-going?
- There is a difference between AMA and UEMS in location and nature of sponsorship badging whilst the recognition is the same?
- States national associations, could this be changed to regional/international?
- When might a pilot of Provider Accreditation be anticipated?
- Could recognition be given to education by allied professionals, and are there plans to negotiate that allied professionals attending could receive recognition of their education?

# Possible Actions

Key Stakeholder workshop of EACCME providers and UEMS team (in DME) to:

- Improve communication between groups.
- Draw up FAQ and best practice guidelines.
- Education UEMS staff.
- Reduce ambiguity within text 3.0.
- Plan collaborative resources within the EACCME software for providers e.g. feedback, tracking, resource search, information sharing.

These groups are spending a lot of money on conference support activities and already have software to do this. By sharing/adopting existing software design onto Oodo could increase the benefits of EACCME approval. There may be the opportunity to share costs.

This could be a regular event (like EMO meeting) on a day before an EEC meeting. It would help EACCME staff. Some reviewers could be invited too.

Meeting should be later in year to give 3.0 chance to be used.

## Online Feedback on 3.0

- Design questionnaire over summer.
- Pilot during Council meeting in October.
- Sent to all users in December 2023.





# Compliance – how do stakeholders work together to adapt and leverage new developments?

During a tailored session delivered by Yana Budel and Marlize Eckert from GCO Global, ICCA members took a deep dive into the healthcare compliance rules relevant to the them. The floor was open for discussions with the participants about ways to navigate Life Science's compliance rules and turning them into manageable business practices, when supporting the Medical Associations with a congress. The members also had an opportunity to exchange best practices and ask questions to the speakers about real-world cases coming from their recent (post-Covid) experience. The ICCA members' enormous willingness to support the Medical Associations/Societies with achieving their mission and goals for a successful compliant congress was demonstrated once more.

During the combined ICCA member and AC forum members session, an exercise was held where each round table (consisting of ICCA Members and Ac forum members) was to build their own compliant healthcare congress within perimeters set by the speakers. The participants, with the help of the speakers, collectively concluded that when ICCA members and AC forum collaborate effectively, the process for selecting the right jurisdiction for a congress and creating a compliant congress, becomes much smoother. The best practices identified during both sessions are as follows:

- Keep in mind the hierarchy of healthcare rules, as well as the fact that they evolve constantly;
- Keep in mind that perception is a key parameter for healthcare compliance (both from the general public and from the local/regional regulators/congress assessors);
- The 3Cs Approach:
  - Collaborate** – Working together is essential for a successful compliant congress. Especially, when potential compliance barriers are identified, all the way down to forming the compliant (sometimes out of the box) solution/s for overcoming/coping with those;
  - Communicate** - Communication is of course paramount, but asking the right questions, knowing what to perimeters to ask about, and keeping in mind those agreed upon compliance parameters, is extremely valuable.
  - Comply** – Sticking to the agreements made with your partners and keeping abreast about compliance rules development/evolvment is essential.
- Be open about the compliance challenges faced and/or perceived/anticipated, during the RFP process and willingly collaborate in the search for solutions with all stakeholders involved in the process.

# How to become a brand ambassador for your organisation

An interactive workshop was delivered by Liora Kern, Senior Strategic Director Growth Marketing, Communication, Business Development at ZN, to explore how you can become a brand ambassador for your organisation, using the LinkedIn platform.

## Key takeaways include:

- **Update your profile:** According to LinkedIn, users with complete profiles are 40 times more likely to receive opportunities. Add a banner that tells a story. Ask for recommendations after each successful project. Turn on Creator Mode.
- **Find your niche:** The more specific you can be about your niche, the more you'll stand out. Profiles that list a skill set receive 13 times more views.
- **Connect:** Make it a goal to grow your network. LinkedIn data shows that 50% of users found a job through a mutual connection. So, don't be shy about reaching out to people constantly.
- **Engage, Engage, Engage:** You're not a newspaper from the fifties. Consistent engagement boosts your visibility on LinkedIn. Comment on posts, share interesting content, and always respond to comments on your posts. This increases the number of profile views by up to 5 times.
- **Add value:** When you post content, make sure it's helpful to your audience. Posts that include insights from your experience can drive up to 3X more engagement.
- **Be visual:** This is the Instagram generation. Posts with images receive twice the comment rate, and LinkedIn members spend almost three times more time watching video ads compared to time spent with static sponsored content. Make it visual, and make it look good.
- **Understand the algorithm:** LinkedIn prioritises relevant, engaging content that encourages conversations. There are a couple of things you can do to make sure people comment on your posts. Make sure the first two lines trigger action. Include a CTA (call to action) in your posts. Tag active LinkedIn users and ask them for their opinion. Include a carousel, poll, video, or image.
- **Format your posts:** Long-form content on LinkedIn can perform well, so don't be afraid to delve deeper into topics. Also, posts with 5+ related hashtags have a 40% higher engagement rate. Make sure that one of those hashtags is also included in your Creator Mode.
- **Be consistent:** Consistency is key on LinkedIn. The most successful LinkedIn users post 20 times per month, reaching 60% of their audience. But the most important thing is to not go from 5 posts in one week to zero in the following. Find your rhythm and stick to it.
- **Analyse and Improve:** LinkedIn provides analytics for your posts. Use this data to understand what works for your audience and adjust accordingly.

# Association and member case studies

As part of this event, the [Response Room Innovation Challenge](#) took place in collaboration with the [German Convention Bureau](#) on the topic of Legacy: Taking healthcare events to the next level to improve public health. A total of ten submissions were made, and the three winners as voted by the global audience, were:



Anna Bueno, Barcelona Convention Bureau - Parkinson Ready Programme – [view presentation](#).



Ben Hainsworth, European Association for the Study of the Liver (EASL) - Love your liver – [view presentation](#).



Paola Padovani, Triumph Group International - The dual value of sustainability in the 25th World Congress of Dermatology – [view presentation](#).

## The nine presenters selected for the Ignite® Rapid Fire Presentations were:

[\(click to view the presentations\)](#)



**Catherine Kalamidas**  
Moderator  
Rotterdam Partners



**Mirjam van der Kamp**  
Rotterdam Ahoy



**Jenny Ennis**  
European Society of Sports  
Traumatology, Knee Surgery  
and Arthroscopy-ESSKA



**Jeremias Rodriguez**  
World Federation of  
Hemophilia-WFH



**Mia Grupper**  
World Stroke Organization



**Solomon Rataemane**  
World Association for  
Psychosocial Rehabilitation



**Mary-Jane Wiedemann**  
Brisbane Convention and  
Exhibition Centre



**Milo Vergucht**  
Visit Flanders Convention  
Bureau



**Thomas Berghausen**  
meta-fusion

# The future of healthcare meetings SWOT

During a concluding session, the following strengths, weaknesses, opportunities and threats for healthcare meetings were identified by the audience as part of a collaborative SWOT analysis.

## Strengths

Impact and legacy potential.

Awareness exist that change is necessary.

A strong and engaged healthcare community.

Learning and knowledge sharing from a global perspective.

Improved technology available to increase reach and audience and close the knowledge gaps.

Represents the quintuple helix (government, industry, knowledge, civil society and environment).

Access to sustainable practices and knowledge.

Great and more inclusive reach with hybrid/digital.

Bottom up approach – organic, flexible and sustainable growth.

Global knowledge sharing and integral collaboration.

Innovation to link generations.

Access to AI tools.

Patient-centric approach and practices.

## Opportunities

Education and promotion of:

*Sustainability*

*Legacy*

*Interdisciplinary collaboration*

Levering technology and AI.

Engaging next generation.

Engaging patients.

Health awareness.

Reaching out to communities to improve inclusivity.

## Weaknesses

Lack of representation of all stakeholders.

Generational gap.

Accreditation challenges.

Lack of staff and resources.

Lack of funding.

Lack of digital literacy – resistance to hybrid and digital models.

Competition from private companies and other societies.

Internal politics and governance complexities.

Lack of revenue stream diversification.

Membership retention and growth stalling.

## Threats

Lack of representation of all stakeholders.

Generational gap.

Accreditation challenges.

Lack of staff and resources.

Lack of funding.

Lack of digital literacy – resistance to hybrid and digital models.

Competition from private companies and other societies.

Internal politics and governance complexities.

Lack of revenue stream diversification.

Membership retention and growth stalling.



# AI tools quick reference

During the session delivered by Ugo Bot and Madison Bonovich from the [Future of Work Lab](#), delegates were asked to use some common and easily accessible AI chatbots to help with the brainstorming sessions and also for other tasks such as creating storyboards.

## How to sign up for an AI Tool:



**ChatGPT** <https://openai.com/product/chatgpt> Then click “Try me” or “Try on web” at the bottom corner...just start typing in the “chatbox”.



**Bard** <https://bard.google.com/> Go to the website in your browser.  
– Click the Join Waitlist button. You will get it immediately. Then click “Try Bard”.



**Perplexity.ai** <https://www.perplexity.ai/> Go to the website. No sign-in is required, next type in “ask anything box”.



**You.com** <https://you.com/> Go to the website. No sign-in is required. Next, just type in “chat box”. You will need to refresh the link every time you want to brainstorm a new prompt. (If you are being asked to sign up, just use your email & get 30 minutes link).



**Poe** <https://poe.com/Sage> You will see options to sign up using your phone number, email, Google account, or Apple account. Choose the method you prefer and follow the prompts to complete the sign-up process.



**Koala Chat** <https://koala.sh/> Sign up with your Gmail.

