

The Committee on Congresses and Conferences

A Potential Model for Future Congress and Conferences

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Committee on Congresses and Conferences (C-CC)

- The C-CC is a committee of the IFCC Executive Board
- The C-CC was established in December 2007
- It follows the former Congress and Conference Division (CCD) which was founded in 1996, but with an expanded charter and responsibilities
- The C-CC has the major administrative and managerial responsibility within the IFCC for all meetings coordinated by the IFCC

C-CC Mission and Strategy

- The C-CC supports and promotes Clinical Laboratory Sciences through congresses, conferences, specialized meetings, and other professional meetings
- The C-CC Works closely with the organizers of the various IFCC related conferences to ensure that they achieve organizational and professional excellence.
- To provide general administration and management of all IFCC meeting activities (congresses, conferences, and symposia)
- To review applications for IFCC auspices from non-IFCC conferences requesting such sponsorship.

Responsibilities

- The C-CC formulates and updates as required the guidelines, procedures and practices for IFCC-designated meetings.
- The C-CC reviews all existing meeting guidelines every three years to ensure their continued applicability and will write new guidelines for those meetings not covered by existing procedures.
- The C-CC maintains a current 5-year listing of congresses and conferences of professional interest to the members of the IFCC.
- The C-CC designates as official IFCC approved meetings those conferences that conform to the requirements of the IFCC as a professional organization, in order to promote the field of clinical laboratory sciences and protect the interests of the IFCC.

Current C-CC

Name	Position	Country	Term	Time in Office
J. Wesenberg	Chair	CA	1st	2015 01 - 2017 12
J. Lopez	Member	MY	2nd	2015 01 - 2017 12
T. Zima	Member	CZ	1st	2014 01 - 2016 12
P. Yin	Corporate Member	US	2nd	2015 01 - 2017 12
M. Blanes Gonzales	Corresponding Member	PY		
P. Carayon	Corresponding Member	FR		
R. Erasmus	Corresponding Member	ZA		
A. Hedili	Corresponding Member	TN		
O. Maguire	Corresponding Member	IE		

Congresses and Conferences

International Congresses of Clinical Chemistry & Laboratory Medicine – ICCCLM (WorldLab) Congresses

- 22nd IFCC ICCCLM (WorldLab) Istanbul, Turkey 2014 (June 22-26)
- 23rd IFCC ICCCLM (WorldLab) Durban, South Africa 2017 (October 22-25)
- 24th IFCC ICCCLM (WorldLab) Seoul, Korea 2020 (May 24-28)



Regional Congresses of Clinical Chemistry & Laboratory Medicine

Europe

21st IFCC-EFLM European Congress of Clinical
Chemistry and Laboratory Medicine
EuroMedLab, Paris, France, 2015 (June 22-26)



22nd IFCC-EFLM European Congress of Clinical
Chemistry and Laboratory Medicine
EuroMedLab, Athens, Greece, 2017 (June 11-15)

23rd IFCC-EFLM European Congress of Clinical
Chemistry and Laboratory Medicine
EuroMedLab, Barcelona, Spain 2019



Regional Congresses of Clinical Chemistry & Laboratory Medicine

Asia-Pacific

14th APFCB, Taipei, Taiwan, 2016 (November 26-29)

15th APFCB, Jaipur, India, 2019 (November 17-20)



Regional Congresses of Clinical Chemistry & Laboratory Medicine

Latin America

22nd Congreso Latinoamerica de
Bioquímica Clínica

COLABIOCLI, Quito, Ecuador, 2015
(October 29-31)

23rd Congreso Latinoamerica de
Bioquímica Clínica

COLABIOCLI, Punta del Este,
Uruguay, 2017 (September 17-20)

Arab region

14th Arab Congress of Clinical
Biology AFCB, Khartoum,
Sudan, 2015 (December 4-6)

Next – 2018 Palestina

Africa

4th Congress of the AFCC
AFCC, Victoria Falls, Zimbabwe,
2015 (April 28-30)



IFCC Specialized Conferences

- **IFCC-Roche Diagnostics Bergmeyer Conferences**

Goals and Objectives

- The Bergmeyer Conferences founded in 1987 are a collaborative effort of IFCC and Roche Diagnostics focused on standardization issues
 - Improving the Comparability and Compatibility of Laboratory Assay results, improving the Clinical Value of Laboratory Data;
 - Conference is devoted to a rapid developing new area relevant for laboratory science and clinical medicine.
- **14th IFCC-Roche Bergmeyer Conference 2014** (March 3-5, 2014, Eibsee, Germany)
 - “Women’s Health” - Reproductive transitions and fertility, Pregnancy and the fetus, Cancer
 - **15th IFCC – Roche Diagnostics Bergmeyer Conference 2016** (Eibsee, Germany March 7 – 9, 2016)
 - Biomarkers in the Diagnosis and Monitoring of Cancer

IFCC Specialized Conferences

- **IFCC Ortho Clinical Diagnostics (OCD) Conference, Paris February 25-26, 2011**
 - The 2nd Ortho Clinical Diagnostics (OCD) Conference entitled "Disease and the Clinical Laboratory Pregnancy Related Disorders: Present Perspectives and Emerging Challenges" had 4 sessions with topics - prenatal screening, preeclampsia, prediction of preterm birth and novel biomarkers.
- **IFCC Specialized Conference “Biomarkers in Neuropsychiatric Disorders” Toronto, 24-25 October, 2014**
 - The 3rd IFCC Specialized Conference titled “Biomarkers in Neuropsychiatric Disorders” was organized with the support of SIEMENS and in collaboration with Canadian Society of Clinical Chemists (CSCC).



IFCC Specialized Conferences

- **IFCC-Abbott “Turning Science into Caring” Symposium**
 - The 7th Annual Asia Pacific and Japan Scientific Symposium “Turning Science into Caring” Saigon, Ho Chi Minh City, Vietnam on October 20-21, 2014.
- The theme of this meeting was The Value of *in Vitro* Diagnostics (IVD)
 - The 8th Annual Asia Pacific and Japan Scientific Symposium “Turning Science into Caring” Nusa Dua, Bali, Indonesia, Dec 02, 2015.

IFCC Specialized Conferences

- **Bio-Rad Quality Conference in Latin America**
 - Bio-Rad has sponsored Quality meetings in Latin America for several years
 - There is a great interest for these meetings
 - The number of participants is around 2.000 (500 on site, 1.500 via internet)

IFCC Conferences

- **IFCC General Conference 2012, Kuala Lumpur, Malaysia,**
17-20 November, 2012
 - # of individual participants: **179**
 - # of IFCC national societies attended: **59**
 - # of corporate **representatives** attended: **13**
 - # of closed meetings held: **26**
 - # Interactive Sessions: **15**

IFCC Conferences

IFCC General Conference 2016 **Madrid, Spain,** **19-21 March 2016**

Congress Guidelines and Other Documents

- **IFCC - WorldLab - ICCCLM (International Congresses of Clinical Chemistry and Laboratory Medicine) Congress Guidelines and Application Forms** (available on IFCC website)
 - Rev. 3 - July 2014
- **IFCC-EFLM - EuroMedLab - Congress Guidelines and Application Forms** in collaboration with EFCC
 - Rev. 13 - March 2015
- **Guidance for National and International Congresses** (on website)
- **Auspices Guidelines and Application Forms** (available on IFCC website)

Under consideration – currently in draft

- Guidelines for the Organization of a Satellite Meeting to an IFCC-Sponsored Congress or Conference
- Scientific Program Guidelines for ICCCLM

Congress Guidelines and Other Documents

- A **simple, user-friendly templates** to be used by societies who wish to submit their application to organize an ICCCLM or other Congress and also needs to increase the standardization in the application submissions and to improve the ability to objectively score the submissions, was prepared and accepted by C-CC and IFCC EB.
- The Evaluation and Scoring template for ICCCLM was prepared by C-CC according to the Application templates.



IFCC Auspices

- C-CC provides IFCC Auspices to high quality meetings/congresses in the area of clinical chemistry and laboratory medicine provided that the organizers apply for the meeting to be held under IFCC auspices.
- The granting of IFCC Auspices, and its involvement in conferences enhancing the field of Laboratory Medicine, furthers the **reputation of IFCC and provided that the meeting topics are directly related to the goals of the IFCC.**
- IFCC to promote congresses **of interest to its' members and strengthens IFCC image as supporter of high level laboratory science.**
- Successful applications for IFCC auspices:
 - 2012 - 26 meetings
 - 2013 - 33 meetings
 - 2014 - 40 meetings
 - 2015 - 45 meetings

How to survive in the future in the changing world ?

A Potential Model for Future IFCC Congresses and Conferences

The Hybrid Model for Congresses and Conferences

New Trends Shaping the Future for Congresses and Conferences

- Hi-level communication technology
- New generation of attendees
- Ethical regulations
- Safety concerns
- Environmental responsibility
- Economical constraints



New Trends Shaping the Future for Congresses and Conferences: one example - E-posters

- Online poster submission by presenters
- Search posters by author, number, poster title and keywords
- Possibility to comment on posters
- Possibility to rate posters
- Use videos files inside your poster
- Allocate poster award(s) of all the posters based on the collected ratings by the visitors
- Full HD resolution



New Generation of “Digital Natives”

- Proficient in use of social networks
- Processing information via digital images and clips rather than via text
- Content-selective
 - Ambition to co-shape the content
 - Preference for continuous on-line pre/post event interaction
- Selective in terms of physical attendance



Potential Threats/Constraints - Regulations

- MedTech regulation valid from Jan 1st 2017
- Severe restriction on direct sponsorship to symposia participants
 - Estimated effect : physical attendance cut up to 50%
- Restriction on events features:
 - Selection of event's time, place, participants, travel, food, etc. – closely watched



Number of Meeting Attendees in EU (2014)

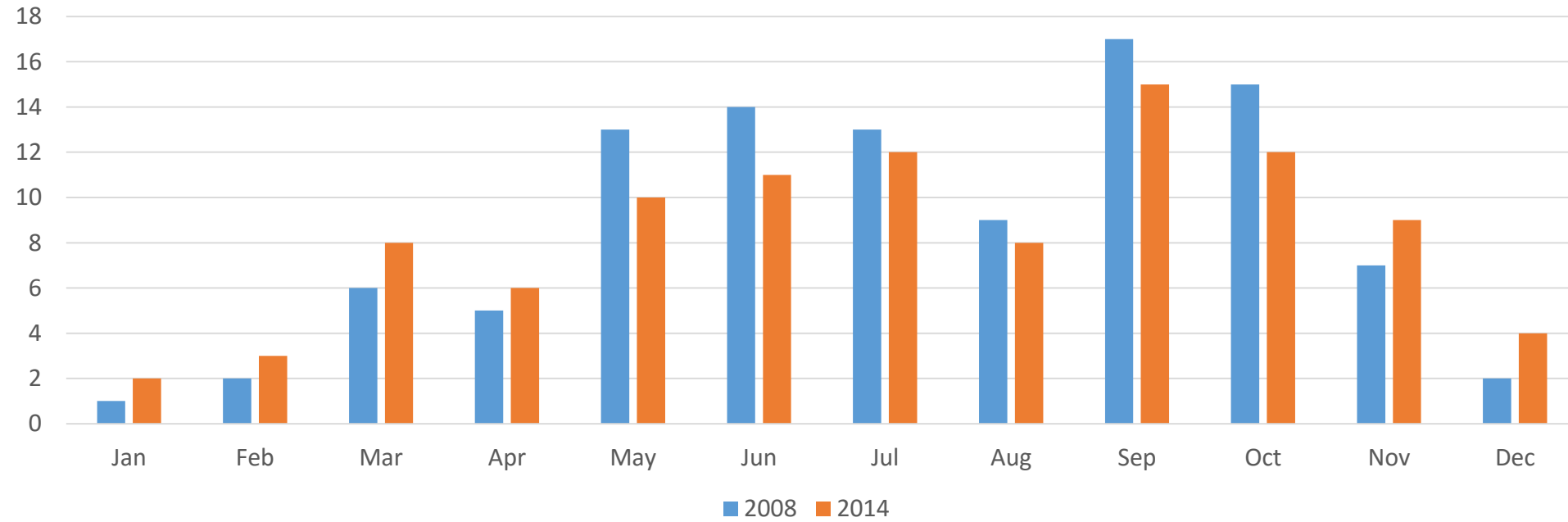
Nr Attendees	%
> 1000	14
500 – 1000	23
250 – 500	18
< 250	45



Source: ICCA

Shifting Meeting Period

Main Meeting Period (Nr = 835)



Source: ICCA

Other Potential Threats/Constraints

- Higher environmental responsibility of attendees / lowering carbon footprint
- Increased travel insecurity due to local conflicts and threat of terrorist attacks
- Lack of time / increasing pressure on time efficiency



Economic Constraints

- Increased pressure to reduce conference participation cost
 - Multiplied by the expected impact of ethical related regulation from the side of the medtech industry, i.e., loss of direct sponsorship to participants



- Lower # of participants combined with lower revenue per capita

Potential Outcomes

Lower attendance of congresses



Lower loyalty of professionals to societies



Lower relevance of societies



Pressure on fundamental change of approach

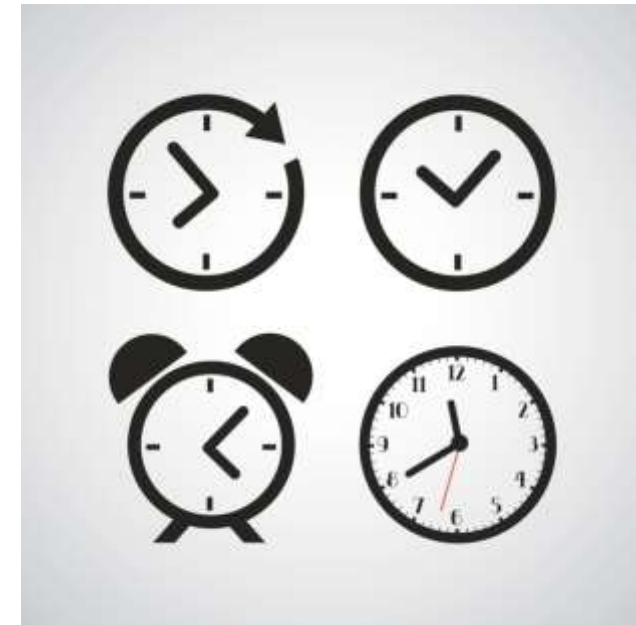
The Hybrid Model

- Members also on social network to share, discuss and collaborate
- Mix of direct and virtual attendants
- Physical conference combined with on-line version with added virtual pre and post events



Opportunities

- Time span – not limited to the length of physical conference
- In terms of pre-event and post-event can take 365 days x 24 hours
- Higher level of participants engagement
 - co-shaping the program
 - stronger contacts with a presenter and other attendees
 - ***bridge to colleagues which cannot participate***



New Ways of Presentation

- Increased reach and use of e-learning tools
- Use of live audio and video streams
- Increased interactivity ...
 - Live reporting
 - Comments
 - Discussion
 - Real time dialogue
- ...via main social networks
 - Facebook, twitter, google+, LinkedIn



The ESC Hybrid Congress 2013 Experience

- Congress application downloaded by 60% attendees
 - browsing sessions, creating personalized program etc.
- 100% increase in use of social media to share congress learning from 2011 to 2013
- The hub - new format of session:
 - 1 expert per 20-30 attendees; Less intimidating
 - Intensive QA; Open to virtual attendees

60% of Attendees Downloaded the Congress App

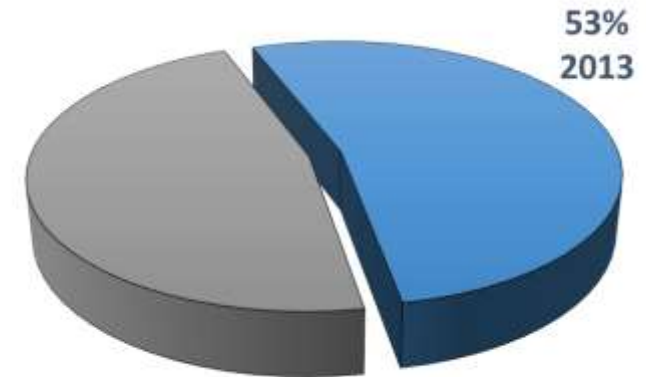
- Browse sessions
- Create personalized Congress program
- Find practical Congress information
- Stay informed with latest news
- Follow discussions on #ESCcongress2013 hashtag



Use of Social Media Almost 100%



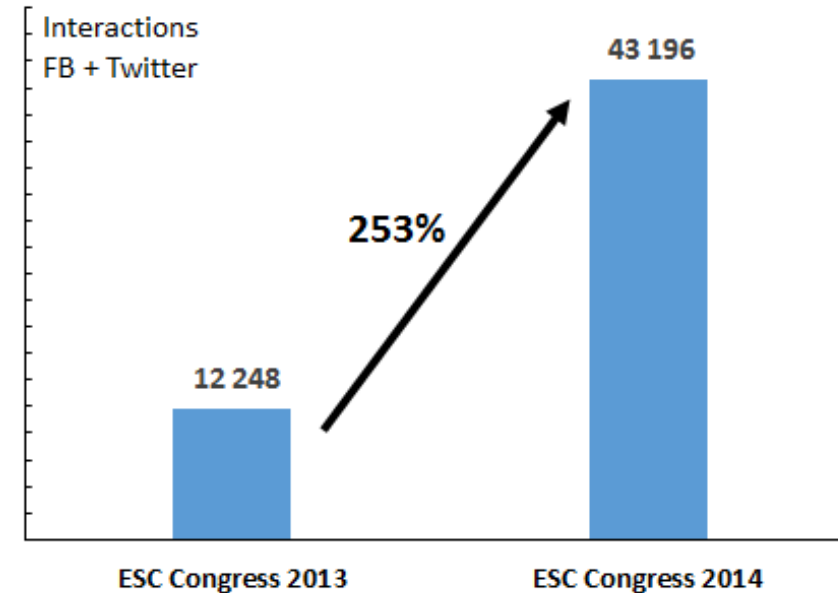
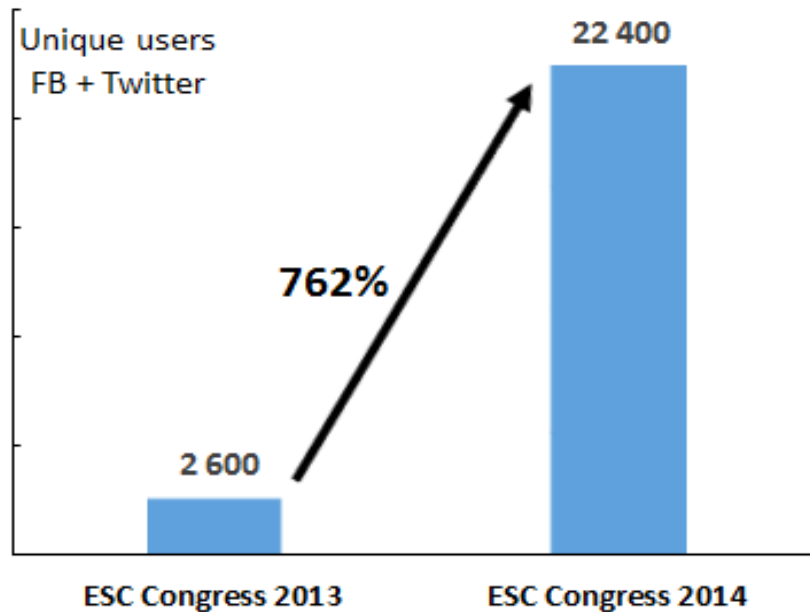
**Percent ESC attendees
who use social media to
share Congress learning**



(source: European Society of Cardiology: survey of members 2013)

Growth in the use of Social Media from 2013 to 2014

of Unique Users of Facebook/Twitter >700%



(source: European Society of Cardiology)

The ESC Hybrid Congress 2013 Experience

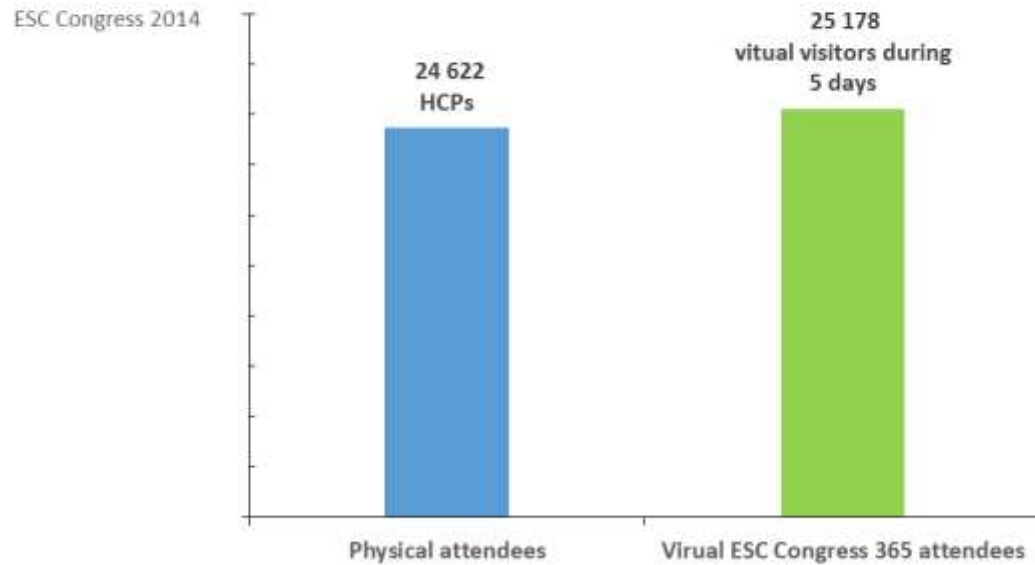
- virtual attendees outnumber physical (2014);
- # of 5 day unique visitors up of 30%
 - from 17k to 25k (2013/2014)
- Dramatic growth in overall numbers of total unique visitors:
 - from 102k (2013) to 310k (2015)
- Annual growth (2013/2014) in social media use
 - # of unique users FB/Twitter >700%



(source: European Society of Cardiology)

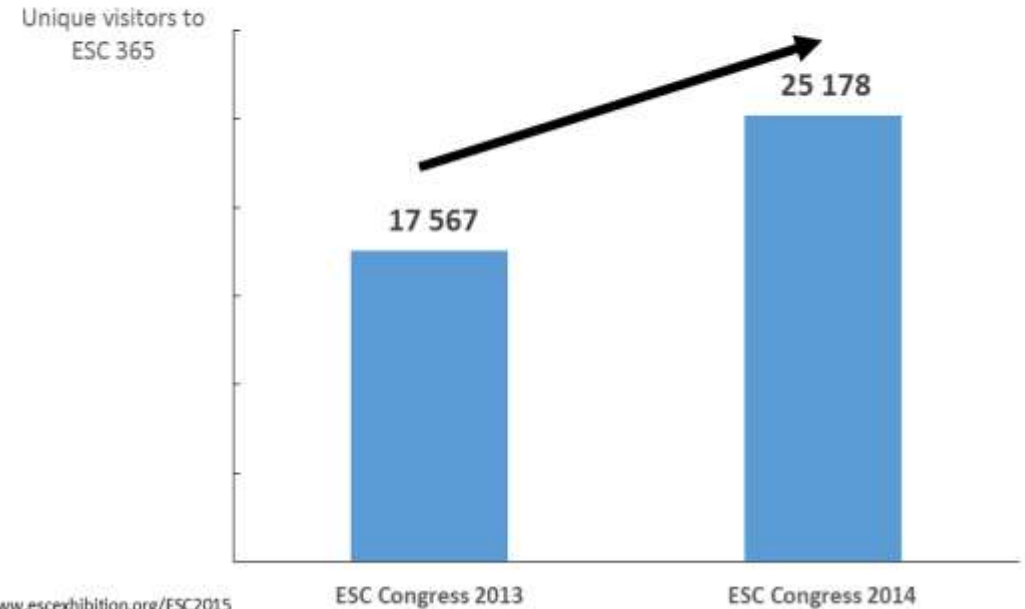
Virtual Attendees Outnumber Physical Attendees (2014)

Virtual attendees outnumber physical at ESC Congress 2014



<http://www.escehibition.org/ESC2015>

5-day unique visitors up 30% YoY



<http://www.escehibition.org/ESC2015>

Expected Effects in future

- Implementation of MedTech Code of conduct
 - Transparency
 - Ethical Bussiness practice

Changes - the support of meetings

Educational grants

- e.g. via IFCC, regional organizations, national societies, Universities, Foundations, etc..

Expected Economic Effects

- Less revenue from physical attendants
- Less revenue from booth space rentals
- Outbalanced by
 - increased revenue from virtual attendants
 - lower costs
 - new ways of advertising opportunities



More cooperation needs

- Corporates:
 - IVD, Biomedical Devices
- Involvement of another stakeholders
 - Clinical Societies
 - Patients organizations
 - Media
 - International organizations: e.g. WHO, IHF
 - Regulatory bodies



What Congress Participants Prefer

- More practical sessions
 - More hot topic sessions
 - More sharing the best practice
- More e- instruments (e.g. Webinars, eacademy,..)
 - More interactive sessions

Follow the new trends

to get stronger IFCC

it is our challenge and opportunity.

Thank you for your attention !