

CASE STUDY No. 5

Continuing the series of case studies from leading PCOs around the world

Beyond Congress Management

Associations are more than their congress, and IAPCO PCOs are more than congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights into the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond their congress. IAPCO's philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest levels in any area of expertise related to organisational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organising their congress, but by achieving overarching business objectives.

Australia and New Zealand Endovascular Therapies Meeting (ANZET) 2015 11–13 August 2015, Melbourne Interventional Council of The Cardiac Society of Australia and New Zealand

Organised by IAPCO Member: The Conference Company, New Zealand

The challenge

The Australia and New Zealand Endovascular Therapies Meeting (ANZET) is held in Australia each year and typically involves over 700 participants.

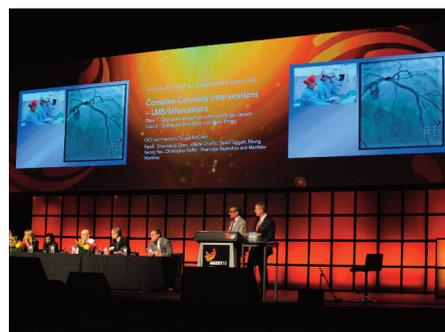
The inaugural Meeting was held in 2007 and since then The Conference Company has delivered 9 ANZET Meetings on behalf of host, the Interventional Council of The Cardiac Society of Australia and New Zealand (CSANZ).

CSANZ's mission is to further the development of education, training, research and practice in cardiovascular medicine and surgery in Australasia. ANZET was formed to provide a Meeting that covered specialty topics instead of the more general issues discussed in the Interventional stream of the CSANZ Annual Scientific Meeting (ASM). The ASM is an already well established Meeting regularly attended by 1800 participants that The Conference Company has also managed since 2010.

Logistically, ANZET is a demanding program involving several 'Live Cases' where interventional procedures are broadcast to the Meeting live from Cath labs around the world. There are a total of 8 live broadcasts over two days.

Since 2008, the Organising Committee has held two long term goals for the ANZET

Meeting: one, to improve patient outcomes post-intervention and two, to establish ANZET as the leading Interventional Cardiology Meeting of the Asia Pacific.



The solution

To meet the Organising Committee's goals a strategy was put in place which focused on interactive learning and building a Meeting brand amongst the professionals in the field throughout Asia Pacific.

Attention is paid year on year to enhancing the interaction between delegates and the live case operating teams. New technologies are regularly introduced and refined and in 2015, the improvements revolved around the ease and speed with which delegates could communicate comments and propose questions to the lead of the operating team and via a moderator to the

panel members on stage in the conference room. Enhancements were also made to the polling facility which has been a feature of the programme for many years.

Opportunities to debate and speak freely with invited faculty are a feature of the Meeting, both in the sessions and during breaks.

The same logo has been used for many years to build brand identity and small changes are made from time to time to keep it fresh. The branding and associated messaging aim to bring to life the highly collegial nature of the Meeting and the interactive learning which is central to the Meeting's ongoing appeal.

To stimulate interest amongst interventional specialists across Asia, faculty from this region feature in the scientific program and, in 2012, 2013 and 2015, Asian based teams presented live cases.



The outcomes

Designing a program which fully embraces interactive learning has generated very positive feedback year on year and prompted the Convenor, Associate Professor Andrew MacIsaac of St Vincent's Heart Centre in Melbourne, Australia to say to us:

"Thank you for all your efforts that made ANZET a great success. I received nothing but overwhelmingly positive feedback... I also believe that the meeting is beginning to have a significant impact on the practice of Interventional Cardiology in Australia and New Zealand and therefore beginning to achieve our major aim of improving the treatment of patients."

Attendance at ANZET has also grown. Since the inaugural meeting delegate numbers have nearly doubled and attendees from Asian countries rise each year. In 2014 a third day was added to the program to accommodate delegates' learning needs. Support from a core group of sponsors and exhibitors is strong and new entrants to the market feature at each Meeting.

The same management team members from The Conference Company have worked alongside the Organising Committee since 2007, establishing a long term working relationship, building IP and tapping into market intelligence. Now in its 9th year, ANZET continues to expand its reach into Asia and plans are already underway for future Meetings.

Learn more about IAPCO and what its members can do for your organisation by visiting our website: www.iapco.org or by contacting us on info@iapco.org.