

# CASE STUDY

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

## Beyond Congress Management

Associations are more than just their congress, and IAPCO PCOs are more than just congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights in the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond its congress. IAPCO's philosophy is based entirely on quality, and its members actively share best practice and develop educational programmes and guidelines that 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 about members who have helped their clients to be successful – not just by organising their congress, but by achieving overarching business objectives.

### UAE Cancer Congress 2014

Organised by MCI: Case Study by Sumaira Isaacs, Chief Operating Officer, MCI MEIA

#### The challenge

After heart disease and traffic accidents, cancer is the third leading cause of death in the United Arab Emirates (UAE), with the most common cancers being breast, cervical, prostate and lung cancer. In 2009, the first UAE Breast Cancer Summit was held and attended by 132 delegates. Recognising the need to diversify the scientific programme and medical education in order to reach key audiences, the congress President decided to engage MCI as a strategic partner to help raise the profile of the congress and to position it as a key regional meeting in the healthcare field. Looking at our success in growing congresses in emerging markets and our strong local connections in the healthcare industry, MCI was tasked with helping the congress meet the following challenges:

- Break away from outmoded approaches in order to diversify the scientific programme and medical education
- Provide various key educational opportunities and strong thought leadership
- Assist with the creation of partnerships with several international societies to grow the content and reach of the conference, both locally and abroad.

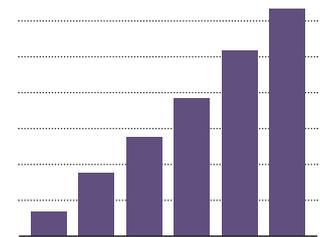


#### The solutions

We helped the congress to widen its target audience by rebranding itself as the UAE Cancer Congress and to raise its profile by partnering with a number of renowned regional and international institutions. By sourcing some of the best local and international speakers, we enabled the congress to revamp its scientific programme, to cover a wider range of topics and to provide up-to-the-minute educational lectures, congress sessions focused on practical case studies, as well as interactive discussions and workshops, including a live surgery workshop conducted by Tata Memorial Centre in 2014. Leveraging sponsorship activation solutions and key industry contacts, we also ensured the success of the medical exhibition.

#### The outcomes

Working hand in hand with the congress committee, MCI has succeeded in maximising congress revenues and increasing profitability by 20% year-on-year, and in growing delegate attendance by 872% in just 6 years, from 132 delegates in 2009 to 1283 delegates in 2014. The congress President was delighted with the success of the partnership and went on to work with MCI on the launch of the Asia Pacific Breast Cancer Summit, a successful flagship event and key educational meeting for the region.



The congress grew from 132 delegates in 2009 to 1283 delegates in 2014 – an increase of 872%.

“The UAE Cancer Congress has become a ‘must-attend’ oncology scientific meeting for clinicians, surgeons, nurses and researchers from all over the Middle East and South Asia. MCI played a significant role in the success of the UAE Cancer Congress and the team’s support has been invaluable in ensuring its place in the calendar of oncology professionals in the region and beyond.”

*Dr. Shaheenah Dawood, Chairperson, Organising Committee, UAE Cancer Congress.*

