

## IAPCO MEMBER INSIDE STORY

IAPCO Member Inside Stories highlight events of excellence which are brought to you by accredited members to showcase quality, initiative, innovation, creativity and success.



## DISRUPTIVE IDEAS

Accelerating success and delegate engagement

**Client:** International Federation for the Surgery of Obesity and Metabolic Disorders (IFSO)

**Event:** IFSO 2018

**Company Name:** MCI Group Middle East

**Company Website:** [www.mci-group.com](http://www.mci-group.com)

## KEY FACTS

						
9 Middle Eastern countries rank highest in the obesity statistics among adults aged 18+	Middle East and North African region has world's 2nd highest rate of increases in diabetes	2400 delegates	500 speakers	86 sessions/courses	1209 abstracts submitted	95 countries

## THE CHALLENGE

The Emirates Society of Metabolic and Bariatric Surgery hoped to raise awareness on the rising epidemic that is facing the Region in hopes of creating viable solutions to avoid and reverse the effects of obesity. MCI set about introducing innovative ideas to be introduced into the congress programme.

The congress hosted its first simulation centre where delegates alongside IFSO professionals could perform live stitching and suturing on animal specimens. Some 20 stations with the latest endoscopy robotics were installed spanning over 200sqm of the exhibition.

Delegates were enlightened with the first ever medical court session which was brought to life with actual lawyers and judges along with a panel of experts. Held in the main plenary and open to all delegates, participants to the courtroom were invited to define medical responsibilities and its limits, the relationship between the doctor's action and the harm to the patients, some of the topics included looking at medicolegal cases from the USA.

Hosted in one of the breakout sessions, the five fencing matches consisted of having two doctors, head to head, engaged in a riveting 10-15 minutes debate and a panel of participants scoring them. The topics of the five matches

were debating gastroesophageal reflux disease (GERD) mechanisms and resolution.

For the first time, the programme committee incorporated online video submissions as part of IFSO's requirements, resulting in a record-breaking number of abstracts received, which peaked at 1209, including 232 video abstracts. Some 171 videos were selected and the top 20 were presented during the sessions. The other videos were presented in the designated video section in the exhibition area. At the same time a world Bariatric video championship and emergencies online courses were launched during the event.

Disruption? Innovation? Call it what you will – but it engages the audience and creates heightened awareness!



Learn more about IAPCO and what its members can do for your organization by visiting our website: [www.iapco.org](http://www.iapco.org) or by contacting us: [info@iapco.org](mailto:info@iapco.org)