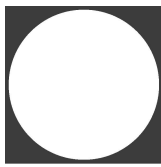


## How much does an Exhibition influence the choice of Destination?



**Anna Frick**  
**President of**  
**International Pharmaceutical Advisory**  
**Association**

**IPCAA**

**EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES**

## **IPCAA**



- 26 member companies globally
- + 70% of world healthcare market (IMS)
- Encompasses Pharmaceutical, Imaging and Diagnostic industries
- Established for 19 years (1989)

**EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES**

## IPCAA Objectives



- Share information and support member education
- Develop standards and guidelines to the benefit of all stakeholders in the congress industry
- Encourage scientific objectivity
- Promote high quality congress and exhibition venues

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

3

## Major IPCAA Focus Areas



- Therapeutic Area Task Forces
- Interact with organisations with similar objectives e.g. HCA (IAPCO & HCEA), ICCA, AIPC, AC FORUM etc
- Promotion of best practice concepts
- Regulatory affairs document
- Track developing congress trends e.g. CME, compliance issues etc

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

4

# IPCAA Bulletin



Newsletter circulation  
2,500 copies

- Member companies
- Medical Societies
- Congress organisers
- Other associations, etc.
- Published 2–3 times per year

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

# Venue considerations



- Adequate Facilities
  - Exhibition Halls
  - Audio visual
  - Competent staff
- Capacity
- Accessibility
- Hotel accommodation
- Security
- Cost

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

## Venue Consideration



- Medical Societies
  - Internal politics
  - Attractiveness of the venue
  - Capacity
- Healthcare industry
  - Accessibility
  - Cost
  - National regulatory aspects

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

7

## Why exhibit ?



- Communication strategy
- Product Life Cycle
- Budget
- Medical societies
- Audience
- Venue
- Compliance

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

8

## Compliance



In short:

- No resorts
- No 5 star hotel
- No spouses
- Limitation on hospitality
- Focus is science
- All meetings signed off by -Global
  - Host Country
  - Home country of del.

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

9

## Compliance



Science is the focus

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

10

## Future trends



- Tighter Compliance Rules
- Shift from Marketing to Medical
- Stronger Procurment
- Budget restrictions

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

11

## What implications will this have?



- REAL pressure on perceived “Resort Locations”
- More complicated decision-making process
- Lead times reduced even further
- Symposia and Exhibitions shifting from Promotional to Educational = reduced space requirements

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

12



- Pressure on smaller Medical Societies to consolidate
- Changed need for smaller venues
- Increased pressure on costs
- Need to add value

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

13



**Thank you**

---

EXCELLENCE IN GLOBAL HEALTHCARE CONGRESSES

14