

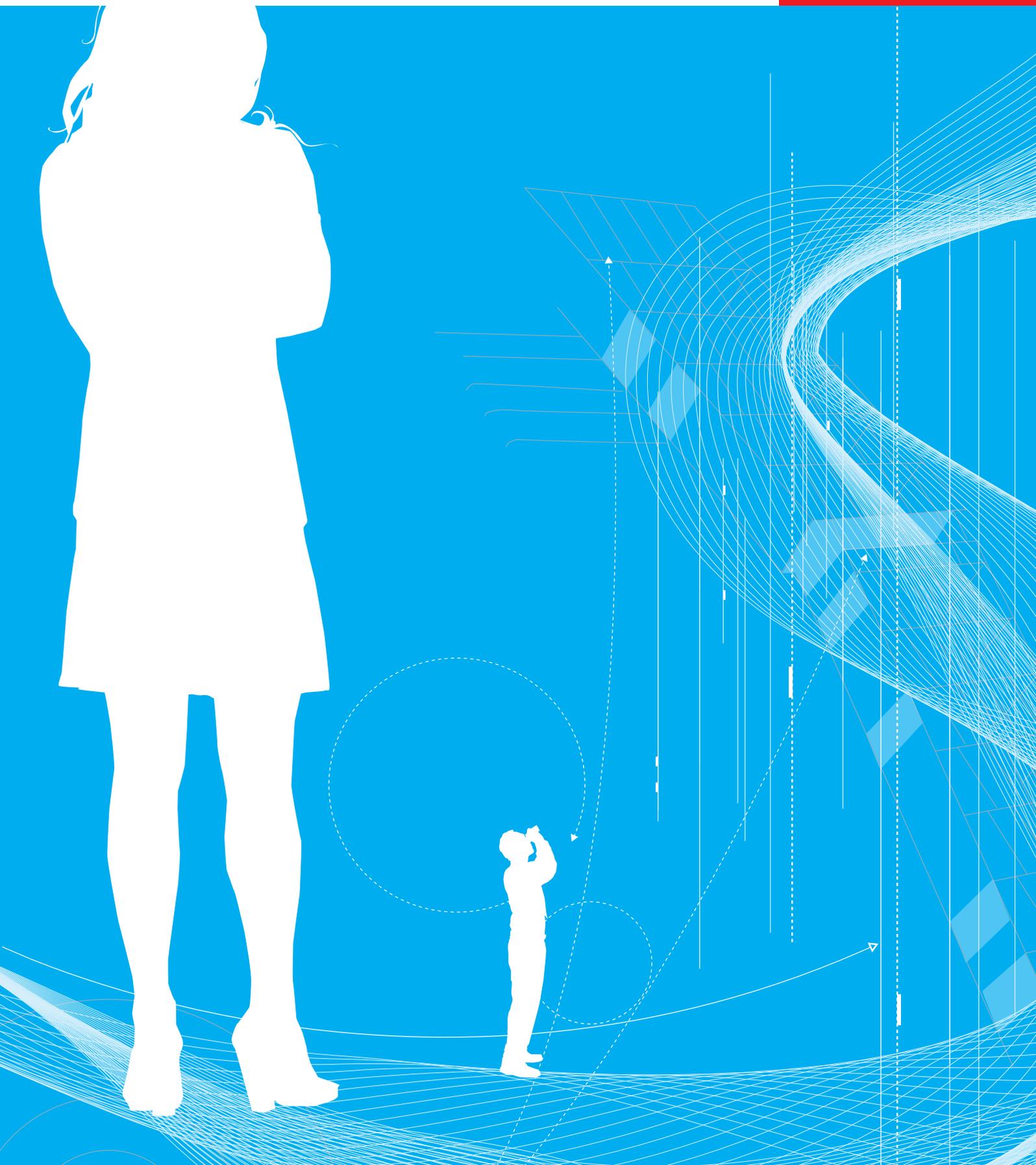
Scientific congresses 2020

A look into the future



HOFBURG
VIENNA

Vienna *Convention*
Bureau
Wien · Vienne · Viena · ウィーン



On the occasion of the **40th anniversary** of the **Vienna Convention Bureau** and the **50th anniversary** of **HOFBURG Vienna**, we are pleased to invite to our symposium:

Scientific congresses 2020

A look into the future

TUESDAY, APRIL 28, 2009

9:00-17:00

HOFBURG VIENNA, REDOUTENSAELE, ENTRANCE JOSEFSPLATZ

ORGANIZERS

Vienna Convention Bureau
Hofburg Vienna

SPONSORS

Austrian Airlines



Austropa Interconvention



Club Catering



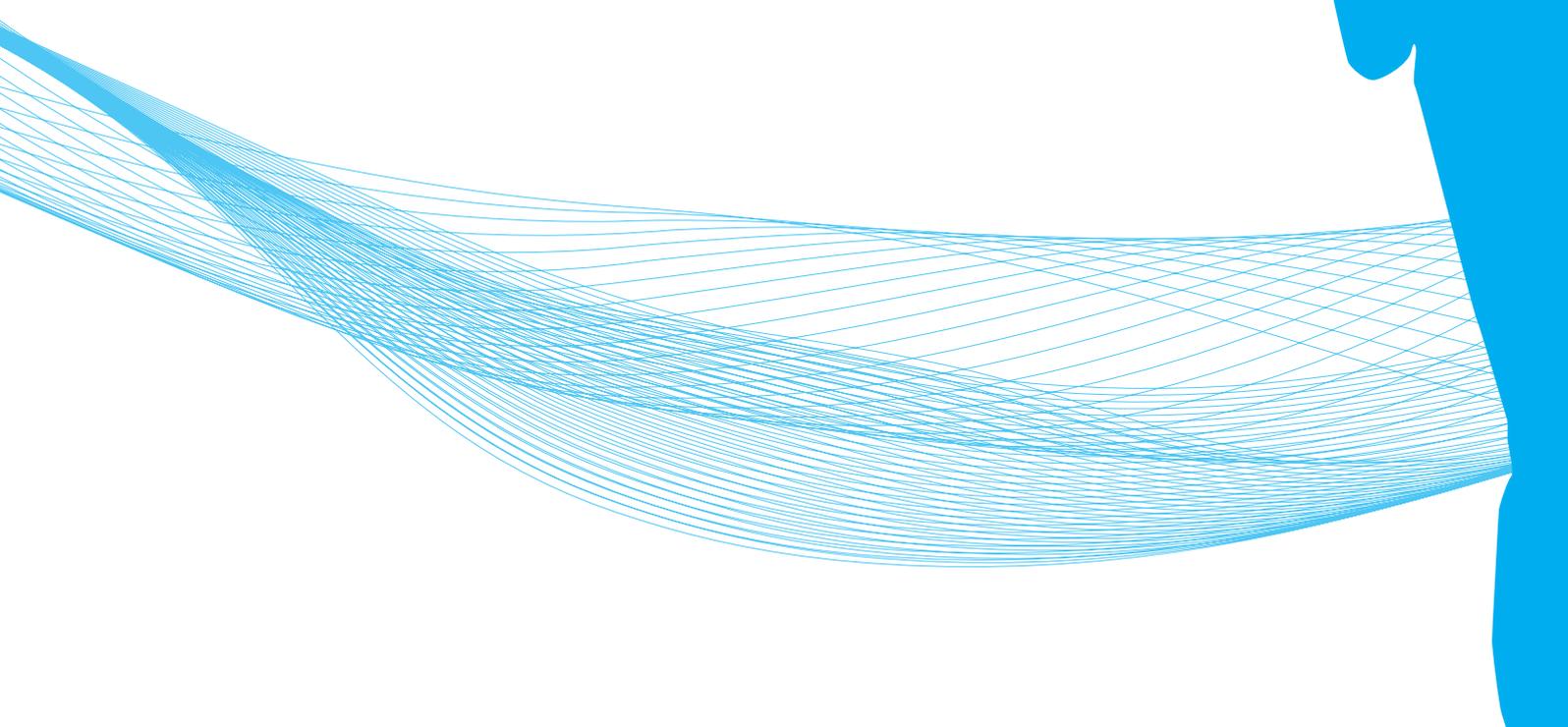
CONFERENCE LANGUAGE

English

REGISTRATION

Please use this [link](#) to register.

Together with our high profile speakers we will take a look into the future of scientific congresses. Don't miss this unique opportunity in participating in our interactive seminar. Although it is possible to visit only selected sessions, we highly recommend to attend the entire seminar.

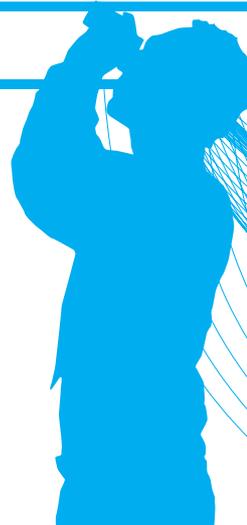


Programme:

The programme is designed to maximize utility to delegates: Brief, provocative presentations followed by opportunities for delegates to share reactions and experience with each other and with the speakers. Presentations are 20-25 minutes each. Ten-minute breaks between all presentations. All times are approximate. Conference language is English.

The programme will be facilitated by Ib Ravn, Learning Lab Denmark, Copenhagen.

→ 9:00	Coffee and refreshments in the lobby
→ 9:30	Welcome
→ 9:55	WOLF-DIETER BAUMGARTNER: Delegates needs & convenience in 2020
→ 10:40	ELLING HAMSO: We can measure ROI, but what is the return for the Millennial Generation and where must we therefore make our investment?
→ 11:35	PETER BAIERL: Web 4.0, Third Life, Mirror Book – the personal handshake in a technology driven world
→ 12:15	Delegates share reflections on the morning's most important points
→ 12:30	Lunch
→ 13:30	KURT NAGEL: The Pharmaceutical Industry 2020: still a major supporter/ sponsor of medical congresses or condemned to a simple observer's role?
→ 14:15	ISABEL BARDINET: The temporary, dislocated university campus – the 2020 congress week or the future medieval fairground?
→ 15:10	Theme-based knowledge sharing amongst delegates: A facilitated process
→ 16:05	IB RAVN: Ways to enhance social-professional inter-activity at scientific meetings
→ 16:35	Takeaways and closing remarks
→ 17:00	End of programme / farewell

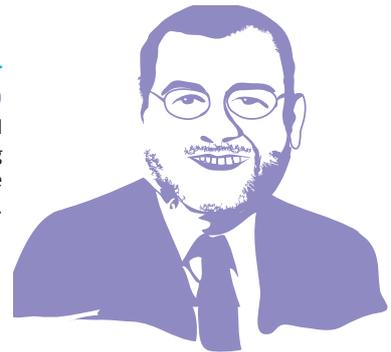


Speakers:



ISABEL BARDINET, FRANCE

Congress Division Director, European Society of Cardiology
Isabel joined the meetings industry in 1988 when she entered SOCFI, a French PCO company. In 2002 she became Executive Sales Director at the Palais des Congrès de Paris. In 2005, she joined the European Society of Cardiology (ESC) to become the Congress Division Director. The ESC organises over seven congresses a year, including the largest medical congress in Europe and the biggest cardiovascular diseases congress in the world.



KURT NAGEL, SWITZERLAND

Owner and CEO of KUNA Consult GmbH
Has worked with Pfizer and Ciba-Geigy in leading marketing roles before taking over the global leading congress role with Novartis in 1996. Actively involved in the International Pharmaceutical Congress Advisory Association (IPCAA) since 1994.



ELLING HAMSO, NORWAY

Meeting Management Consultant
He is a Managing Partner of European Event ROI Institute and a member of MPI's European Council and International Research Panel. Elling was ranked 5th on Conference & Incentive Travel's list of the 50 most influential people in the UK meetings and events industry.



PETER BAIERL, AUSTRIA

CEO of the European Society of Radiology and EIBIR (European Institute for Biomedical Imaging Research)
After having worked for more than 10 years for the Vienna Medical Academy, he took over the position of a CEO of the European Congress of Radiology (today named European Society of Radiology) in 1992.



WOLF-DIETER BAUMGARTNER, AUSTRIA

University professor for ear, nose and throat at the Medical University Vienna
Has finished the Medical University in 1991 and habilitated in the ear, nose and throat field in 2001. Since then – amongst others – he was Head of Unit Implants and Otology, member of the Scientific Advisory Board of the Austrian Academy of Sciences as well as visiting professor in several hospitals around the world.



IB RAVN, DENMARK

Associate professor at the Danish School of Education, Aarhus University
His research, teaching and consulting focuses on the concept of the „learning meeting“ that seeks to involve conference participants in active knowledge sharing. He has written four books, including: „Learning Meetings and Conferences in Practice“.