

An Introduction to the Healthcare Congress Alliance

The Liaison Working Group in the Healthcare Congress Industry

NEWSLETTER ISSUE 2

Safety and Security at Healthcare Congresses

'Safety and Security at Healthcare Congresses: A Crucial Area of Risk Management'. Congress Security (as part of Risk Management) is not a new phenomenon. Safety has been an important factor for consideration in the organisation of any and every event be it a small exhibition or a conference of 100 delegates, a mega-medical event or an international conference attracting thousands of participants. It has often

been a variable factor in the consideration of organisers in the past, but today it has taken on a new dimension not only because of political developments in recent years but also because of other phenomena such as global warming (resulting in adverse weather affects), globalisation and the increased pressures and pace of the daily workplace.

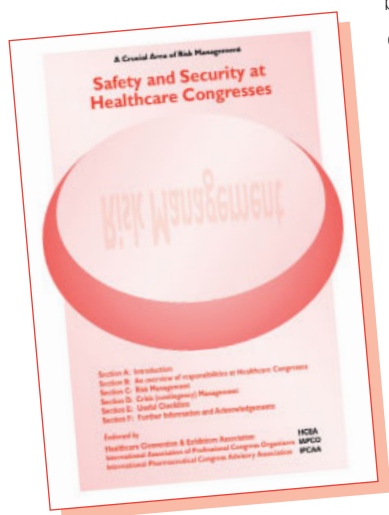
This latest document from the Healthcare Congress Alliance is designed to assist all those in the medical meetings industry, with special emphasis on the Medical Societies, the Professional Congress Organisers, the Corporate Sponsors and the Exhibitors whilst embracing all others involved in the organisation of events.

It may not as yet be common practice, but all Event Organisers should take note and be aware that all those involved in the planning of an event have various 'safety' duties, known collectively as "duties of reasonable care", when planning any activity or special event where there is an element of risk present:

- To investigate all aspects of the Event (including safety and security) and act accordingly
- To inform and warn participants of known risks
- To plan for the safety and well-being of every participant
- To not subject participants to unreasonable risks or harm.

To assist those involved in the planning of healthcare events, this guidelines document identifies key issues regarding Venue Selection, Liability, IT, Data Protection, Fraud & Financial Control and Confidentiality. It further defines the responsibilities to be upheld by the Medical Society, PCOs and Suppliers, the Participants themselves, the Corporate Sponsors, Convention Centres/Venues/Hotels, the Food & Beverage Providers and the actual Exhibition itself. An integral part of the whole document focuses on Risk Management and Risk Assessment, plus sections on both Insurance and Crisis Management. To complete the document, Check Lists are provided for Organisers, the Sponsor Events Teams, Participants and Exhibitors.

This document is available from members of the HCA or can be downloaded from the website.



The Healthcare Congress Alliance

- The Healthcare Convention & Exhibitors Association (HCEA)
- The International Association of Professional Congress Organizers (IAPCO)
- The International Pharmaceutical Congress Advisory Association (IPCAA)

Should you require copies of the documentation, please visit the HCA website on

www.healthcarecongress.net

where they can be downloaded.

Alternatively, contact one with the Associations who will be delighted to send you a copy.

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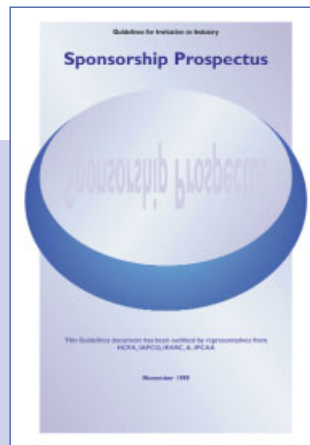
HCA Publications

As part of the HCA's remit to provide a service to the meetings industry, representative of the many parties involved, various publications have been produced to assist in the organisation of large medical meetings.



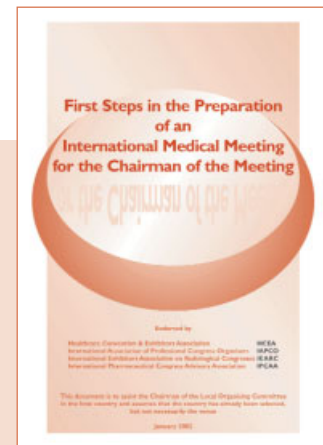
Housing Guidelines

It is acknowledged by those involved in congress organisation that in many cases there is a substantial lack of adequate hotel accommodation in many of the cities chosen to host medical meetings. This document seeks to set out guidelines for the equitable resolution to the problems to the satisfaction of all parties.



Sponsorship Prospectus

This publication seeks to guide organising committees of medical meetings in the raising of sponsorship and invitations to industry. Designed as a template, this Guideline for the Sponsorship Prospectus is intended to be of assistance when preparing the invitation document.



First Steps

The First Steps in the Preparation of an International Medical Meeting for the Chairman of the Meeting is designed to assist the Chairman of the Local Organizing Committee in the host country and assumes that the country has already been selected, but not necessarily the venue. A step-by-step action plan is provided.

The Associations

International Association of Professional Congress Organizers (IAPCO)

The International Association of Professional Congress Organizers (IAPCO), a non-profit organization founded in 1968, represents professional organizers and managers of international and national congresses, conventions and special events. Currently there are 90 IAPCO members in 30 countries. IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. IAPCO has members worldwide whose activities are monitored on an annual basis. As a result, IAPCO membership offers a unique quality assurance recognised by conference clients and suppliers all over the world.

Inge Hanser, President of IAPCO, represents the Association on the HCA.

Other IAPCO representatives include: Jorge Castex, Sarah Storie-Pugh, Carolina G. Sicilia and Vincent van Wulfen.

Healthcare Convention & Exhibitors Association (HCEA)

The Healthcare Convention & Exhibitors Association (HCEA) is a trade association of more than 700 organizations united by their common desire to increase the effectiveness and efficiency of healthcare conventions and exhibitions as an educational and marketing medium. HCEA promotes the value of exhibits as an integral part of healthcare meetings. Since 1930 HCEA has provided healthcare exhibitors, associations and suppliers a forum for the exchange of mutually beneficial information and ideas. HCEA offers its members a continuing opportunity to become more knowledgeable in their profession through meaningful communication, the exchange of ideas with other members and the many services provided exclusively to HCEA members.

HCEA is represented on the HCA by Eric Allen, Executive Vice President, together with Janine Smith, Chair, International Chapter.

International Pharmaceutical Congress Advisory Association (IPCAA)

IPCAA members are drawn from the research-based healthcare industry. The organisation recognises that healthcare congresses are an important part of Continuing Medical Education (CME) and are indispensable for the spread of knowledge and the exchange of experience. IPCAA's aims are to:

- Promote the highest possible standards at healthcare congresses
- Establish a common and consistent congress policy through recognised partnership with medical societies
- Ensure optimum benefit for all parties involved in healthcare congresses
- Exchange experience, data and documentation on healthcare congresses
- Organise meetings of members to exchange knowledge and information about healthcare congress management
- Maintain a Code of Conduct and Guidelines on the organisation of and participation in healthcare congresses

Kurt Nagel, President of IPCAA, currently represents IPCAA on the HCA supported by IPCAA's Executive Director, Dennis Wheatley. The former IEARC members continue to be represented on the HCA by Kees de Wilde.