

IPCAA NEWS

New survey highlights value of IPCAA

Preliminary results of a “stakeholder survey” commissioned by IPCAA confirm the value of its activities to various organisations involved with the medical meetings industry.



At time of going to press, the survey is still ongoing, but initial “topline” feedback, revealed the following:

- There is a generally positive overall opinion of IPCAA – among members and non-members from within the pharmaceutical industry, as well as non-pharmaceutical companies.
- The work and activities of IPCAA are viewed as valuable and necessary.
- IPCAA is seen as a useful source of information on congress sponsors’ needs and constraints, by organisations active in the healthcare meetings industry.
- The IPCAA therapeutic area task forces are seen as beneficial in representing industry needs and views, and assisting meetings organisers and medical societies in optimising their events.

Some areas for improvement or change were observed – in fact, topics already the subject of the IPCAA Council strategic deliberations at recent meetings in Lisbon and Washington:

- The scope and focus of IPCAA needs to be reviewed, to reflect the change, some of it dramatic, which is affecting most pharmaceutical companies at the moment.
- Major strategic issues, rather than tactical and/or logistics topics are increasingly seen as the area of concentration for IPCAA.
- IPCAA training (Professional Development) activities need to be brought in line with the changing environment.
- Relationships with other bodies – medical societies, associations representing meetings industry stakeholders etc., should continue to be reinforced.

The survey was carried out for IPCAA by Packer Forbes Ltd, of London, a specialist healthcare consultancy, and combined telephone interviews as well as online information gathering. Academic societies, pharmaceutical companies, PCO’s and other institutional bodies aimed at covering all aspects of IPCAA’s work and relationships were targeted. More information will become available, once the full survey results are complete and analysed.



IPCAA
INTERNATIONAL
PHARMACEUTICAL
CONGRESS
ADVISORY
ASSOCIATION

No. 30
Issue 2 – 2008

Website Makeover for IPCAA



The IPCAA website is currently undergoing design and functional redevelopment. To be implemented by MSO.net, a UK-based web developer, a number of alternative designs are under consideration and a full range of features for members as well as non-members will be provided.

Initially, the website will be rendered more interactive and appealing. Then, step by step, more user-friendly features will be incorporated, aimed at better meeting users’ needs.

Further information will be circulated as things progress.

(The website redesign is being coordinated by Packer Forbes Ltd.)

The Healthcare Congress Alliance Takes Stock

The partners to the HCA – HCEA, IAPCO and IPCAA, all recently reconfirmed their individual commitment to the HCA, agreeing among other matters, to actively investigate the possibility of strengthening the alliance, by reaching out to other organisations and exploring mutual benefits of project partnerships or extension of the alliance to other appropriate parties.

Background:

Founded in 1997, the Healthcare Congress Alliance describes itself as “A consultative collaboration in the global healthcare congress industry to identify and discuss common areas and provide suitable advice, guidelines and recommendations for its members and other parties involved with major healthcare congresses to follow.”

Cross party dialogue

The alliance was set up by four associations involved in international healthcare congresses: the Healthcare Convention & Exhibitors Association (HCEA), the International Association of Professional Congress Organisers (IAPCO), the International Pharmaceutical Congress Advisory Association (IPCAA), and the International Exhibitors Association on Radiological Congresses (IEARC – now a part of IPCAA). Each of these organisations realised the need for dialogue between the various parties involved in conducting international healthcare congresses: industry sponsors and exhibitors, PCOs, medical associations, and others.

As a result, the HCA began holding regular meetings to discuss issues in the global healthcare congress industry, work toward solutions, and develop materials, documents and other guidance to assist those involved in healthcare congresses to conduct them more cost-effectively, professionally and efficiently.

Guideline updates

At recent meetings in Munich and New York, various aspects of previously produced HCA documentation and guidelines were reviewed, and it was agreed to revise and update some of these, and republish and promote them. The immediate topics selected were the HCA Sponsorship Prospectus and the Code of Conduct. Possible issues for HCA to take positions on were also discussed and are under consideration.

Promotion for HCA

More interaction between members of the alliance is being promoted, and it was agreed to invite presentations on behalf of the associations at each others' Council and Board meetings etc., to promote the aims and activities of the HCA, as well as featuring information in the respective organisations' regular publications, such as the IPCAA News.

Added global & regional value

Regarding additions to HCA, or the opening up of partnership project opportunities, the group continue to analyse this aspect and will meet with interested and potentially suitable parties soon. Emphasis will be placed on added value for all parties involved. Whilst the overall perspective is global, it is felt that regional organisations could be considered as partners if they represent a region which may be not optimally represented within the existing alliance members.

Any organisations wishing to learn more about HCA, with a view towards entering into some relevant cooperation with it, are encouraged to contact any of the three member associations.

Report on

IPCAA General Assembly 2008

Lisbon 14/15 Jan

The IPCAA General Assembly held in January in Lisbon, Portugal provided good opportunity for delegates to keep abreast of industry developments, contribute to the development of the Association and engage in lively debate on current issues, both during the meeting itself, and also in the many opportunities provided for informal networking.

Following proposals generated at the Council meeting prior to the General Assembly, votes were made in favour of amendments to some of the statutes concerning membership and service on Council and proxy representation. New Council members and officials (President, Vice President) were also confirmed. In addition, the General Assembly authorised a new set of strategic objectives which the Council proposed for IPCAA for 2008.

Future considerations for IPCAA Professional Development activities were discussed, and the Association will work towards a more strategic set of "Educational/Informational events" related to issues such as CME, Compliance and Event Evaluation. The previous type of training courses offered will be actively reviewed in terms of member needs and challenges in today's business environment. Custom-designed information events for 3rd party organisations will also come into consideration.

There was a great deal of interaction and discussion in the two sessions covering "Outsourcing of Conference Functions" and "Calculation of ROI for Medical Meetings". (IPCAA will be following up on both these topics, to contribute to the broader public discussion and to identify further concrete steps for implementation.)

The highlight was undoubtedly the presentation by Richard Bergstrom, Chair of the IFPMA Code Compliance Network. Richard described the new IFPMA code, as well as providing useful information on the Code Compliance Network and its members. This brought forth many questions from delegates – all dealt with very professionally with plenty of helpful information and interpretation supplied.

Feedback from delegates:

The "Hot topics" sessions, the Compliance presentation and the task forces reporting and discussion were the parts of the programme most favoured by delegates. The format was felt to be appropriate for allowing best use of time, and providing networking opportunities.

In addition, there were a number of suggestions for changes/improvements which the Council will consider for implementation at the 2009 General Assembly.



Everything you wanted to know



Our guest article for this edition of IPCAA News comes from Martin Sirk, ICCA.

Martin has been the Chief Executive Officer of ICCA, since July 2002.



He is responsible for all strategic and operational matters relating to ICCA and its subsidiary company MMIS bv, including worldwide membership recruitment and retention, and the planning and delivery of all member benefits and services, as well as liaison with 800 members located in 80 countries worldwide.

Prior to taking up his current role, he worked in a variety of ICCA member organisations from 1989 after starting his career in general tourism marketing. He has worked in the USA and Asia as well as his home country, the UK, and now is responsible for ICCA's strategic direction and for the operation of its Head Office in Amsterdam and regional offices in Malaysia, Uruguay and the USA. He has worked in a national tourist authority and a city convention bureau, he has directed convention centres and was head-hunted by Hilton to carry out the sales and marketing launch of what was then Europe's largest specialist meetings hotel. He has consulted for PCO's and a variety of tourism organisations overseas and directed city convention sales.

What is ICCA?

The International Congress & Convention Association (which everyone pronounces "ikka") was formed in 1963 by a small group of travel agents from four different continents who wanted to grab as big a slice as possible of the then newly-emerging international association congress market, and especially the big medical meetings. ICCA then added the airlines, then PCO's, then all the other supplier segments. After four decades of more or less continual growth we now have over 850 member companies and organisations based in 83 countries. We are grouped in geographical chapters, but also in industry Sectors: Venues; Destination Marketing; Meetings Management; Transport; and Meetings Support. We're headquartered in Amsterdam, with regional offices in Malaysia, Uruguay and the USA. Anyone who is serious about international meetings, especially international association meetings, will be active in ICCA.

Why do companies join ICCA?

Most tell us they join because of our unrivalled sales and marketing database of international congresses, which tracks thousands of regularly occurring events which rotate between at least

three countries, with unique information supplied by ICCA members themselves and from the clients directly. Paying ICCA to do this work is far more efficient than maintaining a company-specific database of such events. Others join to take advantage of various client-supplier promotional events, and to network with other senior level peers in the industry. Still others join to sell services to fellow ICCA members, or to set up partnerships and other marketing collaborations.

Why is ICCA interested in IPCAA?

Medical meetings make up over one third of the events on the ICCA international association database, and over half the estimated value, so it's by far the biggest segment in the market. Our members are always keen to find out whatever they can about trends, about decision-making criteria and influences, about funding issues, about organiser-delegate-sponsor relations, and any other factors that play an influence in whether they will be successful in supplying services or hosting international medical meetings. Understanding how pharmaceutical sponsorship operates, the varying regulatory pressures, the latest mergers and acquisitions and their impact on budgets: these are all vital concerns to our members.

about ICCA but were afraid to ask!

Why should IPCAA members be interested in ICCA?

We've got a perfect (and zero cost) communication channel for IPCAA to communicate its key concerns to the meetings industry suppliers, and through them to influential officials and politicians. ICCA members – who include the top PCO's, congress centres, and destination marketers - are important potential partners for IPCAA and the medical congress organisers with whom they work. You tell us what's on your mind, and we'll make sure the key players in the industry are made aware. And don't forget, the scale of business of medical meetings is so large that it makes sense to invest in building relationships with the top suppliers – ICCA is the logical business environment in which to do this.

What are some of our biggest areas of common concern?

Pharma codici around the world, which vary from company to company and from country to country: how can we obtain better clarity, and how can we collectively design more sensible future regulations, that meet the needs of medical education?

CME: sharing knowledge of systems around the world, in the hope of communicating the importance of congresses to deliver education, and the need for active pharmaceutical company involvement in the process.

Advocacy: ensuring that local and national policymakers understand not only the economic impact of international medical meetings, but also the substantial social impact of these meetings in delivering healthcare objectives.

So what are ICCA and IPCAA working on at the moment?

We're regularly exchanging information, a process that will be ongoing and expanding.

We're helping to make useful connections: for example our member Costa Del Sol Convention Bureau in Spain recently ran a seminar for their regional venues and PCO's with an IPCAA speaker, to discuss how they could win a bigger share of medical meetings by understanding the needs of organisers and the rules that determine support for meetings.

There will be a regular IPCAA/Medical Convention slot at ICCA's annual Congress: this year we're going to be holding a discussion about the potential impact of a "Zero Funding World for Medical Meetings", to alert our members about growing legislative trends around the world to curtail funding for meetings. The session is going to be jointly run with IPCAA, IAPCO and HCA.

What does the future hold for ICCA and IPCAA collaboration?

My strong belief is that as well as a high-level strategic collaboration at an organisational level, the opportunities for business links between our members and individual IPCAA members will also be substantial. Both ICCA and IPCAA have a fundamental belief in the efficacy and importance of international congresses to deliver medical education and healthcare development, but the pressures from legislation and tighter budgets are only going to increase. The more cohesively we can present the positive arguments, the more likely it will be that congresses are not mortally wounded. I'm looking forward to all manner of future collaborative initiatives, and welcome any suggestions from IPCAA members.

Key opportunities to meet ICCA and ICCA members:

Late Oct/early Nov: ICCA Annual Congress (rotates: Canada in 2008, Florence in 2009, Hyderabad in 2010).

Late Nov/early Dec: EIBTM, Barcelona.

Plus smaller presence at numerous regional trade shows on all continents.

All year: IPCAA visitors to Head Office in Amsterdam are always welcome!

Martin Sirk, CEO, ICCA
m.sirk@icca.nl

UEGF - an apology

In the last edition of IPCAA news, we published a report on the CME seminar held by IPCAA in Frankfurt, in December 2007. During that report, commenting on the contribution of Prof Lars Lundell, Chair of Education of the UEGF, we inadvertently referred to the organisation he represents as the "United European Gastroenterology Foundation". This is of course incorrect, and the UEGF is in fact a **Federation**.

The editors offer their unreserved apologies to the UEGF, and regret any inconvenience caused by this unintentional error.

Changes on IPCAA Council

There have recently been a number of changes to the composition of the IPCAA Council.

This is due to various factors - primarily changes in individuals' job responsibilities/employment situations, as well as completion of maximum terms of Council service in some cases.

The new Council members are shown below, together with short details for each of them.

In welcoming the new Council members, Anna Frick, IPCAA President, emphasised the need for everybody to contribute as much as possible, both at Council meetings and also in support of the day to day activities of the Association.

The president commented,

"In these times of rapid change within the pharmaceutical Industry, it is imperative that all Council members actively work together to ensure appropriate response and positioning of IPCAA, to continue to fully reflect its position on behalf of healthcare congress sponsors and as the industry contact body for medical societies, meetings organisers etc."



Christian-Claus Roth:

Christian-Claus Roth has been with Novartis Pharma AG since 2001 in roles of increasing responsibility. After studying Business Administration and spells with GEHE Pharma Handel

and Celesio AG, he joined the Novartis Pharma affiliate in Berne, to set up the congress & event department for the Swiss market. Shortly after that he was promoted to the company's Global Headquarters in Basel taking responsibility as International Congress Manager for the pain, urology and bone areas. He then joined the Global Congress & Event Initiative as Deputy Head to look into new ways of managing and sourcing congress and event activities at a global level and to lead their marketing implementation. Additionally he is Meeting Advisory Board member to a large hotel company and is a frequent panel member and speaker at various conferences.



Niels Bouwman:

Netherlands born Niels Bouwman has over 20 years international experience. His career began in Hotel Management in both operational and sales and marketing capacities for different global hotel chains.

He progressed onto live-communication and event marketing and in 2002 joined the head office of the human healthcare division of NV Organon based in Oss as Conference and Meeting Manager, a position which also included Travel Services. In November 2007 the company was taken over by Schering Plough and he is now employed as Teamleader Event Management.



Eric Seban:

Eric Seban has been Professional Communications & Relations Manager at Galderma International, Medical Affairs, Corporate Services since 2003. A joint venture of L'Oréal and Nestlé, Galderma is a well known

and successful dermatology company.

Eric graduated as a Doctor of Medicine at the Paris Medical School University in 1986, and gained an MBA at the HEC Business School in 2002. Prior to that he had extensive experience in the international marketing and communications arena, serving at Omnicom group and then Ogilvy (WPP).



Bob Czenszak:

Bob Czenszak is the Executive Director, Global Congress & Convention Management at Wyeth Pharmaceuticals and is a graduate of Saint John's University, New York, USA. Bob has an extensive

marketing and sales background that includes managing both large and small brands at all life cycle stages. At Wyeth, he has held increasing levels of responsibility in Women's Health Care and Cardiovascular Marketing and led the marketing of Wyeth's Cardiovascular brands for 16 years.

The Global Congress & Convention Management team which Bob leads is responsible for approximately 140 U.S. and global meetings. He has been the recipient of several awards at Wyeth including the highest recognition award, the President's Golden Circle.

Professional Development Review



Sylvain Gaudron:

Sylvain Gaudron, MBA, is a pharmacist, and currently Director of International Scientific Communications in SERVIER, a position he has held since 2004. He was formerly General Manager of two subsidiaries: Servier

Hungaria in Budapest (2001-2004) and IFB Stroder in Florence (1997-2007).

Between 1987 and 1997, he worked in sales and marketing for Astra France as Mopral and Pulmicort Product Manager and Area Manager in Paris before joining SERVIER International in charge of relations mainly with Spain and Italy.



Martin Jensen:

Martin Jensen is currently International Congress and Exhibition Manager for H. Lundbeck A/S with responsibility for both international congresses and other large external and internal activities and events

within the Strategic Marketing area. His previous experience includes congress management for a Danish PCO where amongst his responsibilities were larger pharmaceutical congresses in Copenhagen.

Before that he had extensive experience within the hotel industry including the Hilton International group. His educational background includes a BA (Hons) in Hotel Management from the London South Bank University, in 2000 and he is currently studying for a MSc in International Hospitality Management at Sheffield Hallam University.



Mark Handforth:

Originally educated in hotel management, Mark has since enjoyed a 20 year career in Event Management.

Having held posts in commercial exhibit sales and a 17 year period as a Director of WorldEvents, a

leading global event management company, Mark is now Head of Events at F. Hoffmann La Roche.

Within IPCAA Mark plays an active role with the Oncology taskforce.

Married with two young sons Mark is a keen golfer and cook and even has time to watch Basel FC on occasion.

A review of the IPCAA training and professional development activities is currently underway. This will take account of the rapid changes in the pharmaceutical industry and its current working environment, and will involve obtaining feedback concerning needs, requests and suggestions from IPCAA members and other industry stakeholders.

The question raised at a recent Council meeting by Sylvia Fondanèche, IPCAA Vice President, tasked with the review, was “Does IPCAA’s training and professional development programme respond fully to the current concerns and needs of the pharmaceutical industry?”

Fondanèche went on to point out that sponsors of international medical meetings and events are today operating in a challenging and uncertain healthcare environment, with increasingly restrictive policies, governmental measures to limit expenditure on health leading to pressure on pricing, and of course intensifying regulatory constraints.

The IPCAA Council feels that to better reflect the changed environment, there should be some adjustment to the Association’s training and professional development focus; with the emphasis placed on strategy rather than tactics and science instead of logistics. The current informational and educational needs of members and external stakeholders needs assessing, in order to align the IPCAA syllabus accordingly.

As such, a key IPCAA objective for 2008 has been identified as: Development of the IPCAA Industry Educational Programme. To this end, a survey is being carried out among members and other organisations involved in the medical meetings industry, to ascertain needs and expectations and identify appropriate platforms for educational activities and information exchange.

The focus for IPCAA courses will probably now change, to incorporate topics such as:

- Task force management and interaction with medical societies etc
- Industry workshops/round table sessions
- Update seminars on compliance, CME, events evaluation and other subjects

Additionally, the IPCAA will investigate the possibility of developing educational partnerships with other organisations, where the sharing of knowledge and facilities may be mutually beneficial.

(Any non-member companies or other associations who may have an interest in cooperation with IPCAA in the context of educational or informational activities relevant to international medical meetings, should contact Sylvia Fondanèche, Vice President via the IPCAA Secretariat in Basel, Switzerland.)

IPCAA DIARY DATES

IPCAA Events 2008/2009:

- October 14 (all day) and 15 (a.m.), Rome, Italy
Autumn/Fall Council Meeting 2008
- January 13 (all day) Vienna, Austria
Council Meeting prior to General Assembly 2009
- January 14 and 15, Vienna, Austria
General Assembly 2009



GA 2009 – going back “home” to Vienna!

Following our normal rotation schedule, 2009 should have seen our General Assembly taking place in the USA, following the GA 2008 in Lisbon.

However, 2009 is a special year – the 20th anniversary of IPCAA – and Council decided that it would be appropriate to hold our meeting in the city where IPCAA was founded and met for the first time in 1989.

To help celebrate this important occasion, we plan to offer a high quality programme of informational, educational and networking events. Naturally we will try to look back on the Association’s history and hope to be able to welcome some familiar faces to the dinner, and also enjoy some surprises.

We would welcome as many members as possible to GA 2009, so please reserve the dates in your diary now. (13-15th Jan 2009).

GA 2009 – Contest

Memorable moments?

Here’s a chance to take part in our “**Memorable GA Moments**” competition, being run as part of our 20th anniversary celebration.

All you have to do is write in approximately 200 words, the story of your own personal happiest/saddest/funniest/most memorable moment associated with any of the previous IPCAA General Assemblies. Send it by post or e-mail to the IPCAA Secretariat (c/o Rita Gutzwiller in Basel, Switzerland).

A prize of Amazon vouchers will be awarded for the winning entry.

Entries will be judged by a panel of judges consisting of the President, Vice President, Executive Director and two Council members of IPCAA. The competition is open to anyone who has attended an IPCAA General Assembly since the founding of the Association in 1989.

All entries should reach the IPCAA Secretariat no later than 30th November 2008.

Come on! Start drafting those articles **now** (plus related photos should you have any, though this won’t influence the final decision) – **we really want to hear all about those memorable GA moments from the last twenty years!**

The winning entry will be published in a later newsletter.

IPCAA Council and Member Companies

President

Anna Frick

Vice President

Sylvia Fondanèche

Past President

Kurt Nagel

Treasurer

Ingrid Marti

Council Members

Niels Bouwman

Bob Czenszak

Christian-Claus Roth

Sylvain Gaudron

Mark Handforth

Thomas Holbaek

Martin Jensen

Pavla Lotova

Vincent Nys

Jane Puckett

Eric Seban

Nicky Simpson

Legal Advisor

Manfred Piepenburg

Italian Section Head

Vacant

IPCAA Member Companies

Abbott International

Actelion Pharmaceuticals Ltd.

Astellas Pharma Inc.

AstraZeneca

Bayer Schering Pharma AG

Bristol-Myers Squibb Co.

Eli Lilly & Company

F. Hoffmann – La Roche Ltd.

Galderma / L’Oréal

GlaxoSmithKline

Grünenthal GmbH

Janssen Pharmaceutica (Johnson & Johnson)

Leo Pharma

H. Lundbeck A/S

Merck & Co. Inc.

Merck Serono International

Mundipharma Intl. Ltd.

Novartis Pharma AG

Novo Nordisk

Otsuka Pharmaceutical Europe Ltd.

Pfizer Inc.

Philips Medical Systems

sanofi-aventis

Schering-Plough

Servier International

Siemens AG

Solvay Pharmaceuticals

UCB Pharma S.A.

Wyeth

Executive Director

Keith B. Spencer

IPCAA Secretariat

Rita Gutzwiller

PO Box 182

CH-4013 Basel, Switzerland

Tel: +41 61 821 31 33

Fax: +41 61 821 31 44

E-mail: secretariat@ipcaa.org