

## IPCAA Annual Meeting 2021



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**Our aim is for you to leave the IPCAA Annual Meeting 2021 with key insights, information and ideas to take back into your business that will help you shape how your organisation can deliver congresses with confidence and success.**

## What do we know?

That virtual congresses have become more accessible to a much larger audience. That broadly speaking, HCPs have embraced the virtual world and viewed the experience to be a positive one. We have established that the enforced emergence of virtual congressing offers healthcare professionals with a **choice**; a choice in what format is most convenient for them to access medical information and scientific content.

## What we will discuss?

The focus of IPCAA's 2021 Annual Meeting will be to unite as an industry and a peer group with key congress stakeholders such as the Medical Associations and PCOs, to redefine the

Congress experience and establish how the virtual and physical formats should complement one another in a hybrid future.

First we will be hosting a **joint session with Association and Conference Forum (AC Forum)** taking place on 2<sup>nd</sup> February 2021. Then, during the Annual Meeting, we will be sharing, for the first time, the results of the second phase of the joint IPCAA / Ashfield Meetings & Events study 'Healthcare Professionals' Experiences of Virtual Congresses'. This study promises to provide a detailed analysis of virtual congresses, focusing on experience and educational preferences, and will **provide clear and insightful guidance as to how HCPs want to engage online.**

We will be combining this with presentations from **IAPCO** as well as hearing directly from IPCAA Member Companies on their own experience and ambitions for the future of healthcare congresses. Following those, we have time to **discuss all aspects in a panel and exchange with peers in breakout sessions.** As the industry looks to the future, this is your opportunity to join in the conversation with our network of industry experts and peers.

**Attendance to this event is included in your company's membership.** [Login into our member section](#) - or [create a new account](#) - and [register today!](#)

*This year's Annual Meeting will be a virtual meeting taking place on Wednesday 3 February from 13:00 - 16:30 CET.*