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## From the MD'S

**“It has been almost two years since the economic crises came to public attention with the collapse of Lehman Brothers. It may be a small anecdote in financial history or signal a far larger scale crisis.”**

September 2008 also created a notion in the medical, and even more in the corporate meetings world that there would be a sharp decrease in support of meetings and associations with major events scheduled for the coming months. None of this has happened. The Pharma industry has proven resistant to the crisis with profit records returning to normal shortly after.

The important lesson is not how to prepare *if* a change in Pharma strategy or regulations will affect our meetings, but how to prepare *when* it comes. As Darwin pointed out, in nature, it is neither the strongest nor the most intelligent of species that has survived, but rather the most adaptable to change.

We need to start looking into our meetings structure — what do the participants really want to see in meetings? If Pharma support is reduced or converted into that which is educational, the greatest implication would be that the big group sponsorship may be greatly diminished or, converted into individual support.

Meetings will have to become more attractive to participants to compete with less resources — by improving the scientific content and the format in which it is exchanged, and by implementing the latest networking opportunities and tools, based on available technology. These are the cornerstones of the Kenes' Meeting Dynamics concept.

We also see a trend where traditionally expensive attributes of meetings are disappearing. Associations are likely to seek more efficient meetings to decrease expenditure. Steps will also have to be taken to even the balance between good science - and thus high-profile speakers which usually comprise 10-15% of total revenues - and cost control. A potential new category of “video invited speakers” may be created for speakers who could not attend or that the meeting could not afford to sponsor. It may not have the same impact, but could enrich a program with more limited resources.

We need to act now! Traditions are hard to change, but Associations need to take a five-year view of the future, and start their own plans to become more competitive, more attractive and to better serve their communities.

Best Wishes,



**Dan Rivlin**  
Managing Director  
Kenes International



**Avi Rosner, CPA**  
Co-Managing Director  
Kenes International

## Jobs Well Done!

### KENES RECEIVES CERTIFICATE FOR IPA



On August 9, during the closing ceremony of the 26th International Pediatric Association (IPA) Congress of Pediatrics (August 4-9, 2010, Johannesburg, South Africa), Nitza Shrem (left) and Idit Reisner (center) of Kenes were pleasantly surprised when IPA President Prof. Chok wan Chan (right) presented them with a certificate for their dedication and hard work on the congress.

As IPA's first congress in sub-Saharan Africa, over 3,000 pediatricians attended from both developed and developing countries. The event exceeded expectations through its rich scientific programme with clinical updates of all major sub-specialties and crucial insights into fundamental issues of paediatric health.

The IPA also celebrated its 100th anniversary since its establishment in Paris in 1910. The 27th International Pediatric Association Congress of Pediatrics will be held August 24-29, 2013, in Melbourne, Australia.

### KUDOS FOR SUCCESSFUL ICS 2010

Shlomit Shalev, ICS 2010 Project Manager, received flowers as a token of appreciation to Kenes International from the ICS chairs for the success of their event. The Joint Annual ICS/IUGA Meeting in Toronto, August 23-27, 2010, attracted over 3,450 participants.

### ISH - ORGANIZATION PAR EXCELLENCE

The XXXIII World Congress of the International Society of Hematology, ISH 2010, Israel, October 10-13, attracted 1,450 participants from 61 countries. The event (pictured) was an enormous success and Scientific Chair, Jacob M. Rowe, thanked Nili Gur, Kenes ISH Project Manager, for her "remarkable leadership of your wonderful team and the enormous talent of making all



look so simple. The meeting itself was extraordinary, ranging from the scientific meetings to the exceptional social evenings and I know how much went in to make all this happen. Please accept my warmest thanks for your role in this and I do not believe that we could have achieved anything like this without you."

## Corporate Social Responsibility

### KENES & EFNS MAKE A DIFFERENCE

Organizing green congresses worldwide is a challenge, as 'green' refers not only to on-site conduct, but also to suppliers, raw material sources, production methods, waste management, shipping versus using local products, and fair labor standards. Kenes is committed to integrating responsible business practices into all of our operations and, recently, Kenes was delighted to implement the following eco-friendly practices at the EFNS 2010 Congress (Sept. 25-28, Geneva), which attracted a record number of over 5,000 participants.

- All print matter used paper made of 50-100% paper waste or FEFC approved paper.
- To cut down on printing, the book of abstracts was published on a CD-ROM.
- To produce less waste on-site, plastic, glass, cans and paper were recycled.
- Geneva Palexpo, the EFNS 2010 venue, is also a green congress center.
- The congress bags (sponsored by Merck and Merck Serono) were produced from eco-friendly textiles by disadvantaged women in South African townships. This project, run by Township Patterns, funds and supports these women so that they may set up their own cooperatives. The corporation works with 7 cooperatives, each owned by 8-10 women, each supporting about 6 family members.
- Please visit [www.kenes.com](http://www.kenes.com) to see the Kenes Group Social Responsibility Report.

Jobs Well Done!

Corporate Social Responsibility

## Kenes Supports Crucial Medical Causes



### WSO DECLARES PUBLIC HEALTH EMERGENCY ON WORLD STROKE DAY

Kenes Associations Worldwide, official managers of the World Stroke Organization's "One in Six" Campaign, launched the campaign on [October 29, 2010](#). The WSO is calling for urgent and immediate action in the global fight against stroke. The theme mirrors today's reality that **one in six** people worldwide will have a stroke in their lifetime, and every six seconds someone will die from a stroke. WSO members in 92 countries have united to put forth a simple life-saving message on World Stroke Day: Do not take chances. Learn the facts. Save a life today!

The WSO intends to roll-out initiatives aimed at stemming the rise in stroke cases, especially in resource-challenged countries where two-thirds of all individuals that have suffered from a stroke live, and where health systems are already stretched to the limit.

"We must act now or it will be too late" says Professors Bo Norrvig, WSO president, and Markku Kaste, WSD Campaign Chair. "Think of six people you care about... one of them will have a stroke," they added. "But this can be prevented. Complacency and inaction will only contribute to escalating the disease burden."

Three-time Tour de France champion, campaign goodwill ambassador and stroke survivor Alberto Contador notes "Stroke can attack any time and at any age. The good news is that stroke can be beaten."

At the 2010 World Stroke Congress, the WSO launched a contest for a universal solidarity symbol representing the fight against stroke. For more information, please visit: [www.worldstrokecampaign.org](http://www.worldstrokecampaign.org)

### KENES TOURS BRINGS KOMEN RACE FOR THE CURE TO ISRAEL

Kenes Tours was instrumental in bringing the signature Susan G. Komen Race for the Cure® Series to Israel for the first time. The race took place on October 28 in Jerusalem.

Given that incidences of breast cancer are on the rise in Israel and account for nearly a third of all new cancer diagnoses, it was essential that this historic event be held here to ignite its breast cancer movement. Funds from the Race went towards breast cancer programs in Israel and to Komen outreach programs worldwide.

The Susan G. Komen Race for the Cure® Series of more than 140 races is the largest series of 5k runs/fitness walks and among the most successful education and fund-raising events for breast cancer ever created.

The Race started 28 years ago in Dallas, Texas to celebrate breast cancer survivors and supporters, and honor those who have died from the disease at a time when people did not say the words "breast cancer" aloud. Today, more than 1.6 million people participate in Races worldwide.

The first Israel Race for the Cure was the centerpiece of a week of activities that Susan G. Komen for the Cure sponsored in Israel, including the launch of the Israel Breast Cancer Collaborative and an invitation-only Think Tank of global scientists exploring vital breast cancer issues.

For more information, please visit: [www.komen.org/israel](http://www.komen.org/israel).



Special Feature

## Outreaching Our Expertise

### THE SCIENCE BEHIND MEDICAL CONFERENCES



Quirine Laman Trip, Kenes Group Director for Business Development, and Isabel Mortara, Executive Director of Kenes Associations Worldwide, delivered key presentations during the inaugural MEHK Association Forum for the Medical Industry in Hong Kong, September 13, 2010.

The forum was organized by the Meetings & Exhibitions Hong Kong (MEHK) office of the Hong Kong Tourism Board, and was attended by about 100 medical professionals, event planning and facilities specialists. Industry experts such as international professional conference organisers (PCOs), association management companies (AMCs) and MEHK touched upon topics from financial planning, medical codes of practice, trends and insights, for running a successful conference.

Quirine Laman Trip spoke on “Trends and Developments Relevant to Associations in Asia.” She cited three major conference trends – Asia’s growth, broader distribution in Asia and professionalization within industry requiring increased need for year round learning and networking, and elaborated further on their impact.

Isabel Mortara also shared association management solutions to tackling market trends. In her presentation, “Preparing for Growing Demands of Medical Association Management,” Isabel explained that “Medical Associations have a unique role in communities as engines of change. Challenges include changes in socio-demographics, technology, economy, environment and political/legal. These are all leading to new areas of debate; in addition to a world which is becoming more global and interconnected, associations increasingly need to operate in a businesslike way, to be sustainable and efficient in these

challenging times.” Medical associations could leverage on the professionalism of AMCs to increase association’s capabilities, thus reducing their costs.

Read the full article in the October 2010 issue of “Medical Diary” (pages 34-35) — the journal of the Federation of Medical Societies of Hong Kong (FMSHK).



### DAN RIVLIN LAUNCHES BLOG TO ADVANCE MEDICAL KNOWLEDGE EXCHANGE

[www.danrivlin.com](http://www.danrivlin.com)

“Meeting Architecture is not a trend, but a response to the various current and future needs of our clients for better knowledge exchange and networking opportunities,” — Dan Rivlin, Kenes Group Managing Director.

Dan Rivlin has launched a blog in keeping with the Group’s Mission to “improve lives by leading and facilitating the global exchange and management of medical and scientific knowledge.”

*An expert in innovations in the world of Professional Congress Organization and Association Management & Consulting, Dan explains that in his blog, he will share his opinions on a variety of current and future topics in the world of medical knowledge exchange: “I will write about how meetings should be shaping up and what associations need to do in order to single themselves out in a competitive world.”*

*In his first blog, “Meeting Architecture - The Kenes Concept,” Dan explains the theory behind and the practical implementation of Meeting Architecture (MA) — the innovative attempt to change the format of the traditional meeting in order to achieve a better return on objective (ROO) for all stake holders.*

Dan also plans to host key opinion leaders and experts in the Kenes Group to express their views in his blog. Click here to read the full blog and Dan’s post on “Convention 2015 – What is Next in the Conferences Organization World.”

With his vision, guidance and expertise, Dan Rivlin leads Kenes Group’s innovation strategy — topics he is invited to speak upon at various forums.

Knowledge Exchange

## Business Development



### SUCCESS AT ESRA PORTO 2011



Kenes Associations Worldwide reported that the 29th Annual ESRA Congress (Porto, Portugal, September 8 -11, 2010), attracted over 1,500 participants from more than 70 countries. An excellent scientific program was offered as well as great opportunities for networking.

The Congress also offers the opportunity for clinicians involved in regional anesthesia and who are enrolled in the ESRA Diploma to sit their exams. This year, 144 doctors sat Part 1 or Part 2 exams for their Diploma.

Marc Van De Velde, ESRA President, wrote the following note of thanks to Kenes: "May I thank you and your teams for the excellent organisation of ESRA's 29th annual meeting, the superb conduct of the exam in regional anesthesia and for the brilliant management of the society business during the last week! It was a pleasure working with you throughout the week: no effort was spared! Not only we, the board members, but also the participants to the meeting seemed to be tremendously satisfied. I received numerous congratulations from participants about the scientific content, the location and the management of the meeting. You can be proud."

Isabel Mortara, KAW Director, and Florian Locatelli, KAW Association Account Manager pointed out that the "recognition of a Society President is a great motivation for both Association Management and Congress teams who work hand-in-hand. Let's continue to offer the best possible service!"

In other news, the International Society of Pediatric Oncology (SIOP), the largest global pediatric oncology

professional society, has selected KAW to provide full-service association management with a particular emphasis on outreach and growth.

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www.kenes.com/associations.



Kenes International has been selected as the new core Professional Congress Organizer of the World Small Animal Veterinary Association (WSAVA) for the next 5 years starting with its 2014 Congress in Cape Town, South Africa.

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### PRAISE FOR LACTRIMS, CHILE



Kenes Latin America received high praise for the success of the 6th LACTRIMS Congress (above) held in Chile, August 12 -14. A first-time congress for Kenes Latin America, LACTRIMS attracted 700 pax from 29 countries — exceeding pre-congress estimates. Dr. Jorge Barahona, Congress Chairman, personally thanked Kenes for its professional, friendly and dedicated service from the planning through to the execution of the congress. Congratulations were also extended by Dr. Fernando Hamuy Diaz de Bedoya, LACTRIMS Society Vice President.

For more information, please  
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Business Development



## APDF/APRO APPOINTS KENES ASIA AS LONG-TERM PCO



Dr. Oliver Hennedige, Secretary General, APDF (left) with James Chia, President, Pico.

During a ceremony at the Pico Headquarters in Singapore, August 17, 2010, the Asia Pacific Dental Federation/Asia Pacific Regional Association (APDF/APRO) of the Fédération Dentaire Internationale, confirmed the appointment of Kenes Asia as Long-Term Professional Congress Organizer (PCO) of its Annual Asia Pacific Dental Congresses (APDC) commencing with its 2014 congress.

Officially formed in 1955 and named APDF/APRO in 1967, the APDF/APRO now comprises 26 member country associations. The International College of Continuing Dental Education (ICCDE) is the educational arm of the APDF and one of its major tasks is to advise hosting countries of its APDC scientific program. APDF has 5 Commissions: Dental Education Commission, Oral Diseases Commission, Public Dental Health Commission, Defence Forces Dentistry (Commission), and General Dental Practice Commission.

The Annual APDC attracts an average of 3,000 participants and is now considered a key international dental congress both within the profession and among dental traders. To meet members' demands for more frequent congresses in their countries, APDC was changed to an annual event, from the original triennial congress.

Kenes Asia, a joint-venture of Kenes Group and Pico, is the Asian Pacific regional Headquarters of the Kenes Group. In addition to the Asia Pacific Dental Federation (APDF), Kenes Asia currently serves as Long-Term PCO and Association Management Company for the Asia Pacific League of Associations for Rheumatology (APLAR) and the Asia Pacific Initiative for Reproduction (ASPIRE). Kenes Asia has offices in Singapore and Bangkok and is supported by all operational and technical departments of the Kenes Group worldwide and by Pico offices in the Asian Pacific Region.

Dan Rivlin, Managing Director of Kenes Group expressed his delight in being able to serve APDF/APRO on a long-term basis and is certain that the collaboration will greatly benefit the members and congress delegates. "These are exciting times in the world of meetings," says Dan, "since the demands of delegates for improved learning and networking during congresses is increasing rapidly and Kenes is at the forefront in answering these needs together with the committees and associations we serve. We are excited to be able to contribute to the objectives of APDF/APRO and honored to work together in the years to come."

James Chia, Pico President, explains that "Pico worked with APDF almost 30 years ago and with FDI when the FDI Congresses were hosted by Singapore in 1990 and again in 2009. Kenes Asia's appointment as Long-Term PCO is indeed a wonderful continuation of these collaborations."

"Indeed, we at Kenes Asia, are very excited to serve the APDF since it allows us to work in an area that is constantly developing and education remains a main driver," enthuses Marcel Ewals, Kenes Asia Managing Director, adding that "with the fast growing affluence in Asia, this segment of healthcare will remain a leader in all corners of the region. This allows us to develop great congress and educational forums, which is a core strength of Kenes."

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Business Development



## KENES UK CELEBRATES NEW BUSINESS

Kenes UK was recently appointed as the Professional Congress Organiser of a range of ground-breaking medical conferences.

Particularly significant is Kenes UK's selection as organiser of the 8th International Orthodontic Congress, a major international medical meeting which is slated to welcome over 8,000 delegates to London's Excel in September 2015.

"We feel strongly that Kenes' dedication to building long-term relationships with the medical community will be key to the success of this major event. This partnership approach was a major factor in our decision to engage with Kenes and we look forward to working together to develop a truly memorable, world-class congress," comments Dr Les Joffe, CEO British Orthodontic Society and Treasurer of the WFO 2015 Congress Committee.

Kenes UK was also appointed as organiser of the European Congress of Immunology in Glasgow. This congress is due to attract over 5,000 delegates in September 2012 and is just one in a series of immunology related congresses that Kenes UK has been chosen to manage in the past quarter.

The British Society for Immunology (BSI) and the British Society for Allergy and Clinical Immunology (BSACI) have both appointed Kenes UK as their core PCO on long-term contracts.

Kenes will also be organising the UK PIN (UK Primary Immunodeficiency Network) Conference in December 2011 at the ACC Liverpool.

The Royal Ear, Nose and Throat Hospital in London will be hosting the first in a series of annual conferences promoting developments in the field of Laryngology. "Cutting edge Laryngology for the 21st Century" will be organised by Kenes UK in London in June 2011.

"We are extremely pleased to have the opportunity to manage these events over the next few years,"

comments Kenes UK Managing Director Michael Foreman. "We look forward to strengthening our partnerships with the organising and scientific committees behind these congresses, and to delivering events that leave a lasting and positive impact on the international medical community."

For more information, please contact:  
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## NEW BUSINESS FOR KENES TURKEY

During October, Kenes Turkey organized the Turkish Small Animal Veterinary Congress in Istanbul and the National Biochemistry Congress in Eskisehir, in October.

With the new season, Kenes Turkey embarked on a nationwide advertising campaign expressing the unique advantages Kenes Turkey offers the local market. The campaign will continue throughout the year.

Kenes Turkey and Istanbul's new congress center "ICC" will organize an event together inviting the medical community and national associations in Turkey. Kenes Turkey confirmed three international congresses to be organized at the new congress center and looks forward to inviting and collaborating with more congresses.

In other news, Kenes Turkey signed with ISBD (International Society & Bipolar Disorders) to organize the 5th Biennial Congress of the ISBD in Istanbul in March 2012. The congress will take place at ICEC (Istanbul Convention and Exhibition Centre).

Kenes Turkey is working with the Antalya Convention Bureau to organize the ICCA 2014 Congress and General Assembly in Antalya. The short-list will be announced at the next ICCA Congress in Hyderabad (October 2010).

For more information, please contact:  
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## KENES TOURS REPORTS ROBUST MARKET

Kenes Tours has been a preferred agent for the Jewish Federations of North America (former UJC and UJA) for over 40 years, and this year again operated the JFNA Young Leadership Mission. The over 200 participants, 25- 45 year-old professionals, visited IDF outposts, did community work, enjoyed fireworks in the desert, and Shabbat in Jerusalem.

Two weeks later, 120 participants of the JFNA Campaign Chairs and Directors Mission arrived in Israel to follow-up on their projects here. The Mission's exposure to the latest Jewish Agency for Israel, Ethiopian National Project and Joint Distribution Committee projects is essential for the Federations' work in North America.

Mid-October, Kenes Tours operated the JFNA Cleveland Fall Mission to Israel. The Mission, which brought 24 leading businessmen from the Cleveland Federation for a 5 day fact finding visit to Israel, was led by Steve Hoffman, former CEO of the JFNA and present director of the Cleveland Federation. The group met with President Peres, Government ministers and MK's during their stay.

As he has done for the past 22 years with Kenes Tours as operator, Pastor Benny Hinn led 700 believers to tour the Holy Land of Israel from October 25 to November 3, 2010. The group followed Hinn in the footsteps of Jesus, discover the landscapes that Jesus knew, and participate in a baptismal service in the Jordan River.

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## INTERPLAN ASSIGNED PCO FOR THE DOG

Starting with its 2011 congress, INTERPLAN will support the German Ophthalmological Society (DOG) as its new PCO. The 109th DOG congress will be held September

29-October 2, 2011 at the Estrel Convention Center in Berlin. "We are proud to organize this outstanding congress. We are looking forward to working together with the DOG and implement new ideas," said Bruno Lichtinger, Managing Director of INTERPLAN.

## INTERPLAN MUNICH RELOCATES



In August, INTERPLAN's head office moved to Munich's popular Westend district. The modern building (above) is located at Landsberger Straße 155 and provides 55 employees with generous office space and a great working atmosphere.

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## TILESA-KENES SPAIN IN BARCELONA

Tilesa-Kenes Spain has opened a branch office in Barcelona. The TKS main office is located in Madrid, and the addition of the Barcelona office reflects Kenes Group's commitment to the Spanish market and its future development. Natalia Ribas is the Project Manager in charge of the office and we expect to improve the quality of service in the Barcelona area, where Kenes has several future congresses.

Gonzalo Perez Constanzó, Operations Director, Tilesa Kenes Spain, has been appointed Vice-President of the International Association of Professional Congress Organizers. IAPCO is the leading Association in the PCO activity, committed to maintaining the quality of standards in our field. Gonzalo has been a Council Member of the Association since 2009, and Kenes has been an IAPCO member since the early '70s.

Spain completes its six-month EU presidency, and TKS actively cooperated with the Spanish Government

Business Development

on several conferences organized during the first half of 2010. Among them, the Opening Conference of the European Year for Combating Poverty and Social Exclusion, the Conference on Active and Healthy Ageing, the EU Sport Forum, the NEC Forum and the Meeting of General Directors of Public Services of Employment. TKS was selected through a rigorous public tender process and each conference took place in a different city. These meetings were attended by Heads of State, Prime Ministers and other dignitaries.

Tilesa has also signed an agreement with an association Management Organisation responsible for several national associations. Through this agreement, TKS is to handle the national congresses of these associations, most of them counting from 300 to 800 participants. The first meeting is the first National Congress of the Spanish College of Oral Implantologists of the Scientific Society of Implant Dentistry (SCOI), March 31-April 2, 2011, Granada. Around 350 participants are expected.

Additional new congresses awarded to TKS:

- Progress Project, Ministry of Health and Social Politics (150 pax, Madrid, October 2010)
- XVIII International Symposium on Cryptogamic Botany (250 pax, Barcelona, July 2011)
- XIV National Congress of the Spanish Society of Neuroscience. (800 pax, Salamanca, Sept. 2011).
- 13th World Congress of the World Federation for Laser Dentistry (WFLD) (600 pax, Barcelona, May 10 -12, 2012)
- 5th European Geosynthetics Conference – EUROGEO 5 (500 pax, Valencia, Sept. 2012)
- 21st World Congress Social Psychiatry (1,000 pax, Lisbon, June 2013)

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## Meet the Expert



### MARCEL EWALS - Kenes Asia MD

Singapore-based Kenes Asia, the Asia Pacific office of the Kenes Group, recently appointed Marcel Ewals as Managing Director of the office coordinating and



executing Kenes' activities in Asia. Marcel brings to Kenes 20 years of experience in the Conventions Industry, has organized congresses in most Asian countries, and has proven experience in successfully managing medical scientific congresses and exhibitions.

A Dutch National, Marcel lived in Hong Kong and the Philippines before moving to Thailand ten years ago. He graduated in Hotel Management in Switzerland and worked for luxury hotels, including Relais & Chateaux. He then moved into the dynamic convention and exhibition industry, including heading Asia Congress (formerly Bangkok RAI of the Amsterdam RAI Group). His involvement with Kenes Asia began with the company's inception in 2007 when he joined as a member of its Board of Directors.

Today, Marcel is involved in several companies under the PICO Group related to event management. He is also Director of the World Events Organization — a corporate group within PICO and also Managing Director of AsiaCongress in Bangkok.

As a true entrepreneur, Marcel enjoys starting new ventures in the MICE industry, loves assisting troubled events in re-strategizing, and marketing and driving technology applications. He regularly lectures in event management in various universities and for associations and helps to strategize societies (he is Co-Chairman for the International Rice Congress) in his spare time.

Kenes MP Asia PTE Ltd, a joint-venture between the PICO Group and Kenes International, has already won the appointment as Association Managers for four Asian medical scientific societies and has been awarded major congresses from Melbourne, Australia to Hyderabad, India. Marcel will continue to steer Kenes Asia towards growth as a long-term Congress Management and Association Management Company and will look for expansion opportunities in the region.

Marcel Ewals, MD Kenes Asia, mewals@kenes.com.

Meet the Expert



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For further details on **Kenes Group** and all current and future congresses, please visit [www.kenes.com](http://www.kenes.com)

