

Prep Time: Monday & Tuesday (1 hour)

Recording: Wednesday (1 hour)

Open Forum: Thursday (1 hour)

Based on the Conference Outline and the tasks below, please put together a full presentation video (to be submitted by end of day on Wednesday) which the faculty will review and provide feedback. The presentation video should be in the style of a creative client presentation for the conference outlined below. It should be no longer than 5 minutes in length and address the specific tasks as listed.

The faculty will ask follow up questions and provide feedback for each of the videos during the Thursday Open Forum.

Conference: International Congress on Infectious Diseases.

Association: International Society for Infectious Diseases.

Rotation: Worldwide, Biennial.

Attendance: 1,500 – 2,000 attendees, 800 abstracts.

Program Format: Plenary and up to 8 breakout sessions. Additional small meeting rooms for side meetings.

Exhibition & Sponsorship: 400 – 500 m² net and USD500,000 in potential sponsorship revenue.

History: 2016 – Hyderabad, India, 2018 – Buenos Aires, Argentina and 2020/21 – online.

Registration Fees: USD700 – 900.

The International Congress on Infectious Diseases is considering hosting a “Post Pandemic” international conference in Asia Pacific in 2024. While they are scheduled to host a meeting in Kuala Lumpur in 2022, they are worried about attendance and count on 2024 to be a resounding success.

Based on the challenges of our times, the association is asking you to put together some ideas and recommendations to run the Congress successfully in the destination of your choice.

1. Base your recommendations on the tasks outlined on the following page.
2. The tasks are based on the sessions and learnings from the Seminar so do be sure to pay attention and implement what you have learnt.
3. Make sure your team members are assigned to address all the relevant areas.
4. Prepare a presentation video of no more than 5 minutes for the final group presentation.

5. Please be prepared for the group (or a dedicated group spokesperson) to answer questions about the presentation on Thursday in the Final Forum.

As part of the preparation, you can research more information online as needed.

Multiple groups can select the same conference venue, but we discourage collaboration between groups.

Recommended Work Style:

1. Firstly, decide on each person's role and responsibilities.
2. Appoint a Project Leader and a presenter.
3. Assign a timeline for when each task needs to be completed so you manage the available time.
4. Make sure that within the time allocated for group work you address all the tasks.
5. Don't waste time with information that might not be required.

Tasks:

1. Decide on a suitable conference destination and come up with a conference theme.
2. Define a target market for both attendees and sponsors and design a strategy for attracting as many international delegates as possible.
3. International delegates need to be encouraged to travel in times of uncertainty. What would you recommend in terms of programming that would attract international attendees to travel to your conference destination?
4. The international board is very open to new and innovative meeting design ideas. Please include some innovations for this conference that are relevant and attractive for potential delegates.
5. The board is interested in a hybrid format. Please give some recommendations on how a successful hybrid conference could be organised.
 - a. *Please note that while this conference and association exist, the plans of the association beyond 2022 are not known and have been fabricated for this group work exercise. You should use the information available within this sheet and online for this exercise only.*

