



# EOS *t*alks about MCI

**Professor Dr. Rainer-Reginald Miethke**  
President, European Orthodontic Society (EOS)



## Interview from Professor Dr. Rainer-Reginald Miethke, President, European Orthodontic Society (EOS)

In June 2007, MCI Berlin organised the 83rd Congress of the European Orthodontic Society (EOS) in conjunction with the 80th Congress of the German Orthodontic Society (DGKFO), in Berlin, Germany. ([www.eos2007.de](http://www.eos2007.de))

### When did you first meet MCI?

I met Gunda Stickan (Managing Director of MCI Berlin) some 20 years ago. MCI Berlin has been working with major dental societies, such as the German Orthodontic Society, since 1993.

When I started to prepare the Centenary Meeting of EOS, I was contacted by various PCOs. I discussed my ideas with all of them and tried to gather detailed background information on them. This led to my decision to go with MCI.

### What was your first impression?

Good, very professional with a nice personal touch.

### Why did you choose to work with MCI?

It was important to me that MCI had a local branch, with staff that had a keen awareness about the peculiarities of Berlin.

### What has changed for you since the start of your collaboration with MCI?

The collaboration with MCI has made me feel safe. I now know that I can work together with MCI to accomplish successful meetings like our most recent one.

### Over the years, how have you seen the collaboration evolve?

The MCI staff was always fully informed and willing to discuss every aspect with us. I further appreciated their experience, which I could rely on and which made my decisions easier.

### How would you describe your current relationship with MCI?

It could not be any better.

### What is your most memorable moment with MCI?

The end of our congress, which was a complete success according to all (even anonymous) comments and bigger than any Congress EOS has held before. I guess it will be a difficult one for my successors to beat.

### Thinking about the future, what do you consider to be the key element for a long-term collaboration?

Personal contacts.

### How would you rate your overall collaboration with MCI?

I would easily recommend MCI to even my best friend.

## Insider's View



**Ines Paschen**  
Congress Manager,  
MCI Berlin

### What are your main responsibilities for EOS?

I was in charge for the overall project management of the EOS & DGKFO conference 2007, including the conception and realisation of the extensive evening and social programme.

### How would you qualify your relationship with EOS?

*Professional, open minded, ambitious, trustful.*

How has your relationship evolved over the last 13 years?

I've been involved in the annual meetings of the German conference since 2001. After having organised several German Congresses for orthodontics, we are now familiar with many facets of the meeting. We have learned from each other, and we are more experienced and efficient now.

### What do you consider the key elements for a long term relationship?

Reliability and professionalism.

### What is your most memorable moment working for EOS?

Our exceptional opening ceremony celebrating the Society's centenary – seeing 2 years of conceptual work become reality!