



SFD *t*alks about MCI

Prof. Marie-Aleth Richard
President of the Parisian Dermatology Days Organising Committee 2008,
French Society of Dermatology and Venereology

Interview from Prof. Marie-Aleth Richard
President of the Parisian Dermatology Days, JDP
(*“Journées Dermatologiques de Paris”*)
Organising Committee 2008,
French Society of Dermatology
and Venereology, SFD
(*“Société Française de Dermatologie
et Vénérologie”*)

In 3 words, describe your relationship with MCI?
Cordial, professional, spontaneous.

What do you value the most in this relationship?
We have been working with MCI for six years, since the opening of its Paris office in 2003. The close relationship we have established over the years and the innovative solutions that the MCI teams in Paris and Lyons continuously offer have proved to be extremely valuable for our organisation.

How did the MCI Paris and Lyon teams help build your community?
Via efficient management of our needs and expectations.

What is your most memorable moment working with MCI?
The debriefing meetings after the JDPs.

What do you consider to be the key elements for a long-term collaboration?

Mutual trust and constant innovative solutions.
These allow the SFD and our annual events, the JDPs, to stay in step with today’s technical requirements and offer up-to-date solutions to our participants.

Insider's view

- Can you list the areas in which you have offered innovative solutions for the JDPs recently?**
- Implementation of bar codes on badges to ease event access
 - Online access to CME (Continuous Medical Education) Certification for participants
 - Personalised online programme
 - Utilisation of B-com system for management of hotel and registrations (system developed by MCI)

What are your main responsibilities for the SFD?

Manage a team of 5 MCI talents fully dedicated to the organisation of the JDPs during the year and an extended team onsite, for the coordination of the logistics, registration, accommodation and e-marketing. I am also personally involved at the committee level for the overall strategy of the annual meeting.

How do you manage a good balance between personal and professional?

I don't. This is where I find my energy.

What are the key elements for a successful relationship?

Trust, quick answers, experience, vision and good advice.

What is your most memorable moment organising the JDPs?

Every moment is a delight!

What do you like most in your job?

The diversity and meeting people.



Philippe Fournier
Managing Director, MCI in France
(Paris, Lyon, Montpellier and French Riviera Offices)