DISRUPTIVE IDEAS  
ACCELERATE SUCCESS AND DELEGATE ENGAGEMENT

IFSO 23rd World Congress - International Federation for the Surgery of Obesity and Metabolic Disorders

CHALLENGE

The International Federation for the Surgery of Obesity and Metabolic Disorders wanted to reinvigorate its World Congress, that took place on 26-29 September 2018 in Dubai, UAE and create value add for its participants.

SOLUTIONS

MCI Middle East with the help of the Scientific Committee successfully implemented three innovative ideas that would bring success and raise engagement of the participants, including:

• A simulation center where delegates could perform live stitching and suturing and at the same time experience the latest endoscopy robotics

• A mock trial session where lawyers, judge and a panel of experts were invited to define medical responsibility and its limits

• A fencing match consisting of a riveting debate between 10 speakers, on the topic of Sleeve Gastrectomy in GERD patients; and a panel of participants scoring them

RESULTS

1209 ABSTRACTS SUBMITTED  
86 SESSIONS & COURSES  
2400+ DELEGATES

Find out more: associations@mci-group.com