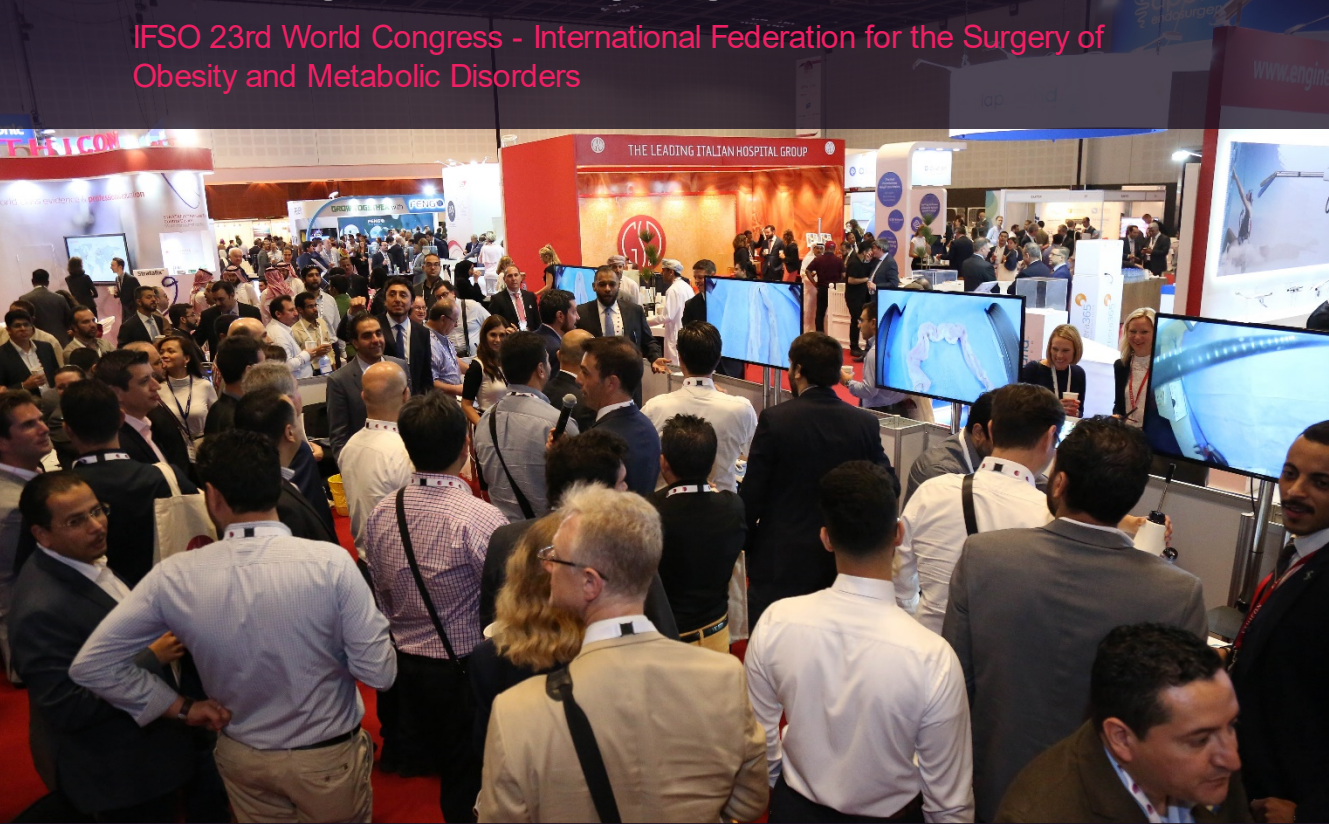


# DISRUPTIVE IDEAS ACCELERATE SUCCESS AND DELEGATE ENGAGEMENT

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



## PROJECT

Congress Management

## LOCATION

Dubai, UAE

## TARGET AUDIENCE

Surgeons, Obesity and Metabolic Specialists, Integrated Healthcare Professionals

## SERVICES

Disruptive strategy and implementation, Onsite logistics, Budget management



## 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 ad 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

 **3**  
DISRUPTIVE  
IDEAS

 **500+**  
SPEAKERS

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