

Focusing on Participants

How do they impact destination decision making?

a delegate's expectations

***mid-career, curious by nature, keen to learn, keen to connect
taking careful steps to ensure career continues to progress***

an invited speaker's expectations

*early 50s, well regarded, enjoy the company of my peers,
particularly enjoy mentoring*

a sponsor's expectations

***Marketing Manager Asia Pacific
for a multi-national healthcare company***

WORLD CONGRESS OF INTENSIVE CARE

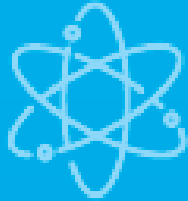
HOSTED BY ACCCN, ANZICS & WFSICCM

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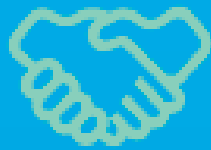
MELBOURNE CONVENTION
AND EXHIBITION CENTRE
MONDAY 14 OCTOBER
– FRIDAY 18 OCTOBER

2019





ENGAGING RIGOROUS SCIENTIFIC CONTENT
FROM A GLOBAL PERSPECTIVE



FUN, INCLUSIVE SOCIAL PROGRAM THAT PROVIDES
ENHANCED NETWORKING OPPORTUNITIES



A CELEBRATION OF CRITICAL CARE
ADVANCEMENT IN THE HEART OF THE CITY

Packages Reimagined

We invite Platinum and Gold Sponsors to consider a bespoke package designed personally with Dr David Ku. We have included some of our ideas in the following pages, and we would like to hear yours.



2026 IDF WORLD DAIRY SUMMIT



15 - 19 November 2026
● AUCKLAND, NEW ZEALAND

HEALTHY PEOPLE
HEALTHY PLANET
HEALTHY ECONOMIES



Common Themes

deciding whether to be a participant

choices are more intentional

Return on Time is more important than ever

‘Best in Class’ is key

accessibility, safety and affordability continue to prevail

Common Themes

which underpin a destination's delivery

participant-centric programming is vital
(one size doesn't fit all)

highly engaged business events industry suppliers
delivering quality service and experiences
are especially valued

The Challenge for each of us in business events

do our offerings/service really
meet decision makers' and participants' needs?

what are we doing extraordinarily well?

do we shout about it enough?

what can we do better?

The Global Association Market