Conference Management Services
for the Medical Profession
Medical Conference Planners International (MCPI) has been providing complete conference planning services since 1996 and specializes in creating customized meetings for the medical profession worldwide.

Karen Baranick, President of MCPI, leads the staff and oversees all aspects of each meeting. Karen has over 30 years of experience in the medical profession. Prior to MCPI, Karen held positions at the Jules Stein Eye Institute at UCLA Medical Center in Los Angeles, CA and the University of Milan Eye Clinic in Milan, Italy.

Karen and the MCPI staff have extensive experience organizing international medical conferences. Since its inception, MCPI has organized over 100 conferences and has served some of the most influential professional societies and leading practitioners in the medical field. These conferences have included venues in North America, Europe and Asia. The largest gathering of retinal professionals ever assembled for a congress was managed by MCPI at the Palais des Festivals in Cannes, France. Attendance of over 2,000 from 68 countries represented the greatest number of nations ever assembled for this purpose.

MCPI’s experience in planning some of the most complex international meetings uniquely positions us to provide the appropriate perspective and skills to ensure outstanding meetings.

MCPI has organized successful meetings for such influential organizations as:

- American Society of Retina Specialists
- American Uveitis Society
- Aspen Retinal Detachment Society
- Fellows’ Forum
- Ronald G. Michels Fellowship Foundation
- The Retina Society

MCPI’s extensive experience offers its clients not only outstanding creativity and service in the development of a memorable conference, but also unparalleled flexibility and attention to detail. We prepare detailed documentation for every element of each conference and work with our clients to define and implement a comprehensive plan for a successful conference. Regardless of the size, scope, and complexity, MCPI is fully equipped to efficiently manage any meeting.
The Cannes Retina Festival, with over 2,000 attendees from 68 countries, was managed by MCPI.
MCPI provides the following services in the planning and execution of medical meetings.

**Site Selection and Contract Negotiation**

MCPI assists in the identification of potential venues that will fulfill meeting requirements. We give consideration to the adequacy of meeting space, quality and amenities of the venue, sleeping room pattern, catering requirements, convenience of travel, and cost. Prior to executing a final contract, we perform site inspections at the top venues to ensure that they meet all of the program requirements.

MCPI is skilled at contract negotiations. We understand real market values versus first quotation pricing. We ensure that the most value for the dollar is being received without jeopardizing service. We also ensure that all of the common, and not so common, contract elements that are in the best interests of meeting requirements and attendees are in place.

**Record Keeping**

MCPI maintains a complete record of all agreements, contracts, emails and other specifications discussed and agreed to in the organization of the meeting. We maintain detailed financial records regarding all aspects of each meeting. MCPI’s computer system archives all of the above documentation to an off-site back-up system on a daily basis.

**Administrative Management**

MCPI functions as the central office for all aspects of the meetings. We can provide the primary location for most correspondence including postal address, phone, fax and email. We assume responsibility to respond to all inquiries from attendees, exhibitors, commercial supporters, vendors or others, as needed.
**Meeting Committee Participation**

As “Operations Central,” MCPI’s staff participates as appropriate with all meeting-related committees. We ensure that the relevant committees are kept current with all aspects of the planning and financial details of the meeting. We organize and participate in conference calls as required throughout the planning of the meeting. When required, MCPI is also available to meet, in person, for committee meetings.

**Registration Services**

MCPI manages all pre-meeting and on-site registration services through an online system. Registration services include:

- Confirmations
- Payment receipts
- Proof of attendance
- Visa letters for international travel

MCPI utilizes a specialized meeting planning software system, which provides detailed records of each individual registrant and functions as the overall database for meeting registration. Multiple fee categories are tracked as well as segregation of physicians, guests, corporate representatives, and any other necessary designations. We are able to provide a variety of status reports relating to registration at any point in time.
Vendor Coordination and Management

MCPI has met a vast array of challenges in planning, managing and executing a meeting. We understand the importance of amassing high quality vendors that will contribute to the meeting’s success.

MCPI coordinates and manages outside vendors including, but not limited to:

- Audio-visual
- Customs services
- DMC services
- Entertainment
- Facilities
- Food and beverage
- Graphic design
- Medical editing/writing
- Staffing agencies
- Tradeshows
- Translation services
- Transportation
- VAT consultants
- Photography
- Printing
- Security
- Transportation
- VAT consultants

Where appropriate, MCPI obtains multiple bids and provides recommendations to the client prior to contracting with any vendor.

MCPI has developed long-term relationships with several key vendors including: independent show producer and technical director; graphic designers and web developer. Our independent show producer and technical director manage every technical element of the meetings. They have an extensive network of audio-visual staging companies and top technicians. They ensure that the right equipment and labor are ordered for the event’s requirements, and then manage the entire production throughout the meeting.

Our graphic designers have a long history of working with the medical field. They have clients in private practice, hospital-based services, associations and have produced materials for many medical meetings. From promotion to web presence to bold and inviting meeting materials, they develop coordinated graphic programs dedicated to enriching the meeting experience.
Venue Management

MCPI provides the following services:
• Coordinate and manage all aspects of meeting and convention space requirements
• Continually manage the usage of the sleeping room block and monitor the calendar for attrition and cancellation thresholds
• Mediate participant and exhibitor needs required from the facility
• Provide food and beverage vendors with up-to-date estimates of anticipated attendance for each function

Educational Program

MCPI manages all aspects of the educational program including:
• Abstract collection, editing, and formatting
• Notification to presenters of acceptance or rejection
• Liaison with the CME provider to ensure compliance with ACCME guidelines
• Coordination with speakers
• Floor plan design for scientific poster display
• Coordination of live surgery
• Production of PowerPoint title slides and meeting-related events and announcements to enhance overall visual image
• Production of meeting program book and other educational materials

Online Services and Social Media

MCPI creates customized websites, apps and Facebook profiles to facilitate:
• Abstract collection
• Meeting registration
• Hotel reservations
• Publicity of meeting details
• And other elements as required
Exhibitor and Commercial Supporter Management

MCPI manages all aspects involving exhibitors and commercial supporters:

- Assist with establishing levels of support
- Design and distribute exhibitor prospectus
- Secure exhibitors and commercial supporters
- Collect fees and manage all pre- and post-conference communication with designated company contact
- Evaluate proposals and negotiate contracts with tradeshow vendors
- Develop ideas for promotional items to best showcase the meeting and its industry supporters
- Create exhibition hall guide

MCPI’s strong relationships with medical and surgical device manufacturers and the pharmaceutical industry, enable us to consistently obtain significant commercial support. In the last several years, our direct efforts have raised over $8 million in support for our clients.

Our commercial supporters speak highly of our efficiency, attention to detail, understanding of logistics, and high degree of professionalism. Year after year, they tell us that supporting an MCPI-planned meeting gives them a greater return on their investment.

We have extensive experience in the design and management of exhibition space. Throughout the planning process and on-site, we coordinate and oversee all aspects of the exhibit hall. We manage the process from the actual construction of an exhibit hall, to arranging for shipping and receiving, electrical power, security and cleaning services, and all of the other “nuts and bolts” services involved in the seamless execution of a medical trade show.
Financial Management and Reporting

MCPI maintains a complete set of records regarding the financial aspects of each meeting. We prepare and continually update the budgets to reflect the anticipated revenue from registration fees as well as from exhibitors and commercial supporters. Contractual expenses and estimates are incorporated into the budgeting process as appropriate.

Invoices are reviewed and approved for payment. MCPI maintains a record of all expenses paid relating to the meetings, whether paid by MCPI or directly by the client. MCPI provides periodic financial reports, as required, throughout the planning and execution of the meetings.

Marketing, Branding and Promotion

MCPI promotes conferences in a variety of ways, including:
• Creating effective branding strategy through logo development, brochures, advertisements, signage, etc.
• Securing mailing lists and coordinating mailings
• Advertising
• Creating an online presence
**Social Programs**

Social events play an integral role in the overall success of a medical meeting. MCPI is skilled in planning memorable social events and guest tours on any budget. These include:

- Welcome receptions
- Faculty dinners
- Gala dinners
- Sporting events
- Team building events
- City tours

**On-Site Meeting Coordination**

MCPI oversees all aspects of on-site meeting management:

- Arrive at venue in advance of meeting to ensure arrangements are secured
- Coordinate conference staff
- Set up and manage registration
- Supervise exhibit hall
- Manage vendors
- Coordinate food and beverage
- Ensure all lodging requirements are met

**Post Meeting Services**

MCPI ships all remaining meeting materials to a designated location, completes a post-meeting venue and vendor evaluation. We review vendor invoices for accuracy and submit for payment. Upon request, we conduct a post-meeting survey of attendees. MCPI also provides recommendations for future meetings.
Management Fee

Fees

MCPI’s management fee is based on the scope of services required by the client and our understanding of the tasks at hand. As we further discuss the specifics of the meeting, and prior to our engagement by the client, a reasonable planning fee will be agreed upon.

There are many variables that are taken into account when determining MCPI’s fee for planning services. These include, but are not limited to, meeting location, number of speakers, extent of exhibition hall and commercial support, number of attendees, length of meeting, number and nature of social events, management of outside vendors and overall meeting budget.

MCPI is also reimbursed for out-of-pocket expenses incurred in managing the meeting. These expenses may include, but are not limited to: airline travel; lodging; ground transportation; meals and on-site staffing.
This is a partial list of MCPI-managed conferences. For a complete list, visit www.medconfs.com.

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Attendees</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Vit 15th Annual Meeting</td>
<td>175</td>
<td>June 2012</td>
<td>Banff, Canada</td>
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<tr>
<td>Aspen Retinal Detachment Society 40th Annual Meeting</td>
<td>225</td>
<td>March 2012</td>
<td>Snowmass, CO</td>
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<tr>
<td>Fellows’ Forum 12th Annual Meeting</td>
<td>120</td>
<td>January 2012</td>
<td>Chicago, IL</td>
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<tr>
<td>Roundtable Symposium</td>
<td>12</td>
<td>January 2012</td>
<td>New York, NY</td>
</tr>
<tr>
<td>American Uveitis Society 16th Annual Winter Symposium</td>
<td>75</td>
<td>January 2012</td>
<td>Park City, UT</td>
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<tr>
<td>Ronald G. Michels Fellowship Foundation 21st Annual Meeting</td>
<td>80</td>
<td>October 2011</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>American Society of Retina Specialists 28th Annual Meeting</td>
<td>1,200</td>
<td>August 2010</td>
<td>Vancouver, Canada</td>
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<tr>
<td>Vail Vitrectomy</td>
<td>250</td>
<td>March 2010</td>
<td>Vail, CO</td>
</tr>
<tr>
<td>Cannes Retina Festival</td>
<td>2,000</td>
<td>September 2006</td>
<td>Cannes, France</td>
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<tr>
<td>Club Vit 7th Annual Meeting</td>
<td>190</td>
<td>July 2006</td>
<td>Whistler, Canada</td>
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<tr>
<td>American Society of Retina Specialists 23rd Annual Meeting</td>
<td>1,200</td>
<td>August 2005</td>
<td>Montreal, Canada</td>
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<tr>
<td>Retina Congress</td>
<td>1,140</td>
<td>September 2002</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>The 3rd International Symposium on Ophthalmology in the Developing World</td>
<td>250</td>
<td>March 2001</td>
<td>San Francisco, CA</td>
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<td>Vitreous Society 18th Annual Meeting</td>
<td>600</td>
<td>January 2001</td>
<td>Cancun, Mexico</td>
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<tr>
<td>International Symposium on Macular Degeneration and Foveal Translocation</td>
<td>130</td>
<td>July 2000</td>
<td>Hong Kong, China</td>
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<tr>
<td>Heart Failure in our Community</td>
<td>150</td>
<td>June 1999</td>
<td>Cincinnati, OH</td>
</tr>
<tr>
<td>International Conference on Retinal Microsurgery and Retinal Transplantation</td>
<td>200</td>
<td>April 1998</td>
<td>Vienna, Austria</td>
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The quality of the interactions with the registrants was extremely high, and people were continually approaching me with compliments for the excellence of the care they received at the meeting. The scientific program was, not incidentally, the best ever, and the outrageously fun social events also benefited enormously from MCPI’s careful planning.

DONALD J. D’AMICO, MD
Professor and Chairman, Weill Cornell Medical College
Ophthalmologist-in-Chief, New York-Presbyterian Hospital
New York, NY

I have been personally involved with MCPI in a number of their meetings. Their skilled organizational ability, flawless execution, compulsive attention to detail, delightful attitude and friendly professional manner all contribute to a product of such high quality that it is difficult to do without them.

The Vail Vitrectomy course: One of our specialties’ most coveted “invites”, and recruiting the top 100 retina people in the world. A complicated jigsaw puzzle of personalities, planes, talks, videos, hotels, egos, and languages – all changing constantly, and all seemingly effortlessly woven into a successful, interesting, engaging, and enjoyable seamless web!!

JULIA A. HALLER, MD
Ophthalmologist-in-Chief, Wills Eye Institute
Professor and Chair of Ophthalmology, Thomas Jefferson University
Philadelphia, PA
Let me begin by saying that MCPI is in an elite class as what I feel is one of the top medical meeting planners world wide.

Ms. Baranick is very comfortable in dealing with the additional challenge of hosting meetings outside the US. The France meeting, which also hosted a complex Retinal Film Festival and live surgical demonstrations, was nothing short of spectacular due in large part to MCPI’s extraordinary experience and seamless attention to detail.

I have enjoyed producing meetings with her that are viewed more as performances than merely educational forums. An MCPI meeting is always memorable, not unlike seeing a great movie or play. Attendees go away satiated, not only with useful clinical information, but also with great memories. I would never host a major meeting personally again without her at my side.

KIRK H. PACKO, MD  
Professor & Chairman, Department of Ophthalmology  
Rush University Medical Center  
Chicago, IL

I cannot say enough good things about Karen and her company. MCPI is prompt, thorough, flexible, committed and extremely talented at meeting organization. Karen and her colleagues have done the “heavy lifting” for us with venue selection, contract negotiation, advertising and mailings, meeting registration, budgeting, industry interfacing, speaker travel arrangements, CME, banquet arrangements… they really do it all and do it all really well.

RUSSELL N. VAN GELDER, MD, PhD  
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