

“Great creative thinking and delivery.”

Andy Goldberg, Director,
Medical Futures



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Case Study

Medical Futures Awards Dinner

Objectives

The Medical Futures team developed a competition for medical professionals to enter to demonstrate their innovations within the medical market. The event was a great success and in 2005 the event moved to Old Billingsgate and achieved a massive 780 attendees from throughout the medical professions. It is now recognised as the leading medical innovation initiative and has the support of NHS Hubs and Nesta.

- To ensure the innovators within the medical profession are aware of the Medical Futures Scheme
- To get the support of NHS and Hubs
- To achieve delegate attendance of over 500

Methods

- Competition entry
- Judges management
- Invitation management which included a tele call to selected table sales
- Delegate management and communication resulting in a weekly report on accepted invitations
- Event management including event format
- Event logistics

Results

- 780 people attended in 2005
- Excellent feedback from the medical profession
- Recognition as leading medical innovation initiatives by NHS and the HUBS

If you need any more information or fancy a chat about your event call Anita on 0207 989 2424 or contact anita@ya-ya.co.uk