

Event menadžment

8. KONGRES HRVATSKOG KARDIOLOŠKOG DRUŠTVA

Kongres ima dva glavna zadatka: omogućiti hrvatskim kardiolozima i srodnim stručnjacima interaktivno predstavljanje najnovijih, originalnih vlastitih naučnih i stručnih dostignuća. Drugi je predstavljanje hrvatske kardiologije svetu i obrnuto, dovođenje vodećih evropskih i svjetskih kardiologa u Hrvatsku. Tehnički organizator Kongresa (Professional Congress Organizer) je agencija SPEKTAR PUTOVANJA d.o.o. koja je osnovana 1989.godine u Hrvatskoj. Danas je jedna od najpoznatijih i najznačajnijih turističkih agencija u Hrvatskoj, sa 3 poslovnice u Zagrebu i 25 stalno zaposlenih radnika.



U Opatiji, u Hotelu Ambasador, održaće se 8. Kongres Hrvatskog kardiološkog društva od 21-24.10.2010.

Prema broju do sada prijavljenih učesnika, njih skoro 900, ovaj će Kongres biti do sada najveće okupljanje stručnjaka iz kardiološke medicine u Hrvatskoj.

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KTAR PUTOVANJA, u svojstvu PCO (Professional Congress Organizer), za organizaciju kongresa, simpozijima, konvencija, events-a i svih ostalih vrsta skupova, svojim dugogodišnjim iskustvom i znanjem osigurava stručnu podršku i profesionalne usluge u svim segmentima organizacije stručnog skupa. Koordinacija između organizacijskih odbora i stručnog tima, kroz sekretarijat konferencije, izuzetno je važan segment kako bi se postigli istaknuti rezultati.

Svoja iskustva u organizaciji ovako značajnih i zahtevnih skupova, podelila je sa nama, G-đa Sanja Vukov-Čolić iz Kongresnog i incentive odeljenja SPEKTAR-PUTOVANJA.

G-đa Sanja Vukov-Čolić ističe da organizacija velikih međunarodnih stručnih skupova, a posebno kongresa predstavlja sublimaciju svih aktivnosti turističke industrije i povezuje ih u jednu celinu.

„Osim smeštaja, prijevoza, organizacije posebnih event-a koji su dio programa

kongresa, organizacije stručnog djela, tehničke opreme, društvenih programa, protokolarnih događanja, mjera osiguranja zaštite od nepredviđenih okolnosti, rješavanja viznih procesa, design-a i tiskanja potrebnih materijala, transporta potrebne opreme, obilježavanje prostora pripadajućom signalizacijom, organizacija registracije i podjela materija za sudionike, VIP tretmani za najvažnije sudionike i još mnoštvo najsitnijih detalja koji su nužni za odvijanje i uspješnost kongresa, čini organizaciju kongresa najsloženijom i najdelikatnijom djelatnosti turističke industrije“, kaže ona.

„Posebno bih izdvojila potrebne pripreme koje prethode uspješnoj organizaciji kongresa, koje koji puta traju i po nekoliko godina unaprijed.

Korištenje odlično razvijenog softwara programa za registraciju i smeštaj u bazama podataka, sofisticiranog programa za primanje radova koji će biti prezentirani, kako bi znanstveni odbori u svakom momentu mogli pregledavati i kontrolirati sve zaprimljene radove, koji su odmah spremni za tisak, design, izrada i ažuriranje web stranica, automatizirano slanje podsjetnika i potvrda na adrese iz baza podataka, praćenje prijava i naplata troškova on-line bankovnim karticama, marketinške aktivnosti i komunikacija sa sponzorima, vođenje kompletnog menadžmenta skupa, a naročito praćenje troškova i prihoda, te usluge na mjestu odvijanja kongresa, su neophodni koraci u realizaciji i koordinaciji Kongresa, koji čine Spektar putovanja vodećom turističkom agencijom na tržištu kongresne industrije Hrvatske.“

„Najveći skup koji smo organizirali tijekom našeg višegodišnjeg djelovanja na MICE tržištu, bio je EADV SPRING SYMPOSIUM (EUROPEAN ACADEMY OF DERMATO-

NEROLOGY), odnosno Proletni simpozij Europske akademije za dermatovenerologiju, a u suradnji s Hrvatskim dermatovenerološkim društvom.

Održao se od 13 - 16.5.2010. i bilo je prisutno oko 2000 sudionika, što ga stavlja u sam vrh najvećih skupova te vrste održanih u Hrvatskoj", kaže Sanja Vukov-Čolić.

G-đa Vukov-Čolić se priseća problematike organizacije tako velikog skupa: "Iako su nam kongresni kapaciteti bili ograničeni, uspjeli smo organizirati stručni dio koji se održavao u 9 paralelnih dvorana, sa mnoštvom satelitskih simpozija europskih, svjetskih i domaćih farmaceutskih kompanija, work-shop-ova, velikom izložbom prateće farmaceutske industrije, te industrije opreme koja se koristi u dermatovenerologiji sa preko 40 štandova, velikih dimenzija koji su bili raspoređeni po čitavom hotelu Croatia, Cavtat u Dubrovniku. Bilo je preko 400 postera za koje je trebao biti uređen poseban prostor u podrumu hotela.

Sudionici su bili smješteni, osim u hotelu Croatia i okolnim cavtatskim hotelima, u preko 20 dubrovačkih hotela, a koje smo svakodnevno dva puta povezivali autobusnim transferima s kongresnim centrom u Cavtatu.

Organizovali smo dolazak za više od 80 % od ukupnog broja sudionika avionima iz svih europskih gradova, njihove transfere do hotela pri dolasku i odlasku, kao i mnoštvo jednodnevnih izleta i razgleda, kao i pred i post-kongresne ture po Hrvatskoj."

„Iz referentne liste kongresa koje smo do sada organizirali (samo unatrag nekoliko godina), može se zaključiti da se bavimo najvećim dijelom organizacijom medicinskih kongresa.

Razlog tome leži i u činjenici da je medicinska struka koja se izuzetno brzo razvija, a farmaceutska industrija neprestano proizvodi nove lijekove, pa su kongresi idealno mjesto za prezentaciju takvih dostignuća" kaže Sanja Vukov-Čolić.

SPEKTAR-PUTOVANJA saraduju sa brojnim zdravstvenim društvima u Hrvatskoj, kao što su: Hrvatsko psihijatrijsko društvo, Hrvatsko dermatološko društvo, Hrvatsko društvo za ginekološku onkologiju, Hrvatsko traumatološko društvo, Hrvatsko društvo za hipertenziju, Hrvatsko toksikološko društvo, Hrvatska liječnička komora, Hrvatska udruga kardioloških medicinskih sestara, a od 2003. godine su partneri Hrvatskom kardiološkom društvu i prate ga u organizaciji gotovo svih skupova pod njegovom ingerencijom.

I ove godine, od 21.-24.10. tradicionalno u Opatiji, Hrvatska će se održati 8. kongres Hrvatskog kardiološkog društva, na čelu s prof. dr. sc. Davorom Miličićem, u svojstvu Predsjednika Hrvatskog kardiološkog društva i Predsjednika Organizacijskog odbora Kongresa.

Paralelno će se održati 2. kongres Hrvatske udruge kardioloških medicinskih sestara, na čelu s gospođom Anom Ljubas, bacc. m. s., u svojstvu Predsjednice Udruge i Predsjednice Kongresa.

Kongresu su prethodile opsežne pripreme, kao i prezentacije krajem 8. meseca 2009. i 2010. godine u Barceloni i Stockholmu, tokom Evropskog kardiološkog kongresa, na izložbenom prostoru Hrvatskog kardiološkog društva.

M.Š.

Neki od Kongresa u 2010 u organizaciji Spektar Putovanja d.o.o.:

IBM FORUM 2010 (400 učesnika)

Hotel Le Meriden Lav, Split
05.-07.10.2010.

5. hrvatski psihijatrijski kongres s međunarodnim sudjelovanjem (400 učesnika)

Hotel Solaris hotels resort, Šibenik, Hrvatska
29.09.- 03. 10. 2010.

CROZ- Kvalitet u razvoju preduzeća

Primošten, Hrvatska
12.-14.09.2010.

COMBIS KONFERENCIJA (250 učesnika)

Novi Vinodolski, Hrvatska
16.-17.09.2010.

4. Simpozijum Hrvatske lekarske komore (300 učesnika)

Hotel Adriatic, Opatija
19.-21.03.2010.

7. Hrvatska psihijatrijska konferencija (300 učesnika)

Hotel Ambasador, Opatija
25.-28.03.2010.

EADV 7. Prolećni simpozijum (2000 učesnika)

Hotel Croatia, Cavtat
13.-16.05.2010.



Event management

8th CONGRESS OF THE CROATIAN SOCIETY OF CARDIOLOGY

The Congress has two main tasks: to enable Croatian cardiologists and experts from related domains to present, in an interactive manner, their own latest and original scientific and expert achievements. The second task is to present the Croatian cardiology to the world and vice versa, as well as to bring the leading European and world cardiologists to Croatia. The Professional Congress Organizer is the Agency SPEKTAR PUTOVANJA d.o.o., established 1989 in Croatia. Today it is one of the best known and most significant travel agencies in Croatia, with three branch offices in Zagreb and 25 full employees.



The 8th Congress of the Croatian Society of Cardiology will be held in Opatija, Hotel Ambassador, in the period October 21-24, 2010. According to the number of participants registered so far, almost 900, this congress shall be the largest gathering of experts from the domain of cardiovascular medicine in Croatia until now.

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interactive manner, their own latest and original scientific and expert achievements. The second task is to present the Croatian cardiology to the world and vice versa, as well as to bring the leading European and world cardiologists to Croatia. The Professional Congress Organizer is the Agency SPEKTAR PUTOVANJA d.o.o.,

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A specialized division of the agency SPEKTAR PUTOVANJA, in the capacity of PCO (Professional Congress Organizer), specializes in the organisation of congresses, symposiums, conventions, events and all other kinds of meetings, securing with its longstanding experience and knowledge support, expertise and professional services in all segments of the organization of expert meetings. The coordination between organizational boards and the expert team, via the conference secretariat, is an extremely important segment with the help of which one can achieve remarkable results.

Mrs. Sanja Vukov-Čolić, from the Congress and Incentive Division of SPEKTAR-PUTOVANJA, has shared her experience with us related to the organization of such important and demanding congresses.

Mrs. Sanja Vukov-Čolić emphasizes that the organization of large international expert meetings, especially of congresses, represents a sublimation of all activities of the travel industry and unites them into one whole. As she explains, "apart from organising accommodation and tran-

sportation, as well as special events that form part of the programme of the congress, the organisation of the expert part, necessary for the successful flow of the congress, makes the whole organisation of a congress the most complex and delicate activity in the travel industry.

This includes the organisation of technical equipment, socialising programmes, protocol events, protection measures against unforeseen conditions, solving visa-related processes, design and print of necessary materials, transportation of necessary equipment, space signalling with needed signalling marks, organising the registration of participants and distribution of materials to the same, VIP treatment for the most important participants and a lot more tiny details".

„In particular, I would like to point out the necessary preparations that must be executed in order to secure the successful organisation of a congress. These preparations can last even up to a couple of years before the event. The usage of excellently developed software programmes for the registration and accommodation with data bases, a sophisticated programme for the receipt of papers that will be presented, so that the scientific boards can at any moment check and control all received papers, which must always be ready for print, design, further the development and updating of web pages, the automated sending of reminders and confirmations to addresses from the data bases, tracking registrations and collection of charges online via bank cards, marketing activities and communication with sponsors, the complete management of the event, especially monitoring of expenses and revenues, and services on site, are necessary steps in the realization and coordination of the Congress.

These make Spektar putovanja the largest



travel agency in the meetings industry market in Croatia.”

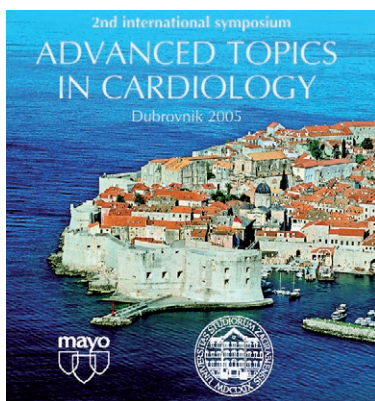
„The largest event that we organised during our longstanding work on the MICE market was the EADV SPRING SYMPOSIUM (EUROPEAN ACADEMY OF DERMATOVENEROLOGY), i.e. the Spring Symposium of the European Academy of Dermatovenerology, in cooperation with the Croatian Society of Dermatovenerology. This one was held from May 13-16, 2010 with around 2000 participants, which ranges this event into the very top of the largest events of that kind held in Croatia”, says Sanja Vukov-Čolić.

Mrs. Vukov-Čolić recalls the issues involved in the organisation of such a large meeting: “Although our congress capacities were limited, we managed to organise the expert part, which took place in 9 parallel halls, with a multitude of satellite-transferred symposiums of pharmaceutical companies from Croatia, Europe and the whole world, with workshops, a large exhibition of companies related to the pharmaceutical industry, as well as from the industry of equipment used in dermatovenerology with more than 40 stands with large dimensions distributed over the whole hotel Croatia, Cavtat, in Dubrovnik. There were more than 400 posters for which we needed a special well-arranged space in the basement of the hotel. The participants were accommodated in the Hotel Croatia, the surrounding Cavtat hotels, as well as in more than 20 hotels in Dubrovnik. We organized bus transfers for them two times daily every day from their hotels to the Congress Centre in Cavtat. We organized the arrival for more than 80% of the total number of participants that came by plane from all European cities, as well as their transfers

from the airports when arriving and departing, but also a multitude of one day trips and excursions, as well as sightseeing tours in Croatia before and after the Congress.”

„From the reference list of the congresses we have organised so far (only in the last couple of years), one can conclude that most of the congresses we organized were from the domain of medicine. The reason for this lies in the fact that medicine is a science that is developing extremely quickly, and the pharmaceutical industry continuously produces new medications, so that these congresses are the ideal place for the presentation of such achievements”, says Sanja Vukov-Čolić.

SPEKTAR-PUTOVANJA cooperates with a large number of medical societies in Croatia, such as: the Croatian Society of Psychiatry, the Croatian Society of Dermatology, the Croatian Society of Gynecologic Oncology, the Croatian Society of Traumatology, the Croatian Society for Hypertension, the Croatian Society of Toxicology, the Croatian Medical Association, the Croatian Association of Nurses in Cardiology, and since 2003 we are partners with the Croatian Society of Cardiology and follow it in the organization of almost all events



Some of the Congresses in 2010 in the organisation of Spektar Putovanja d.o.o.:

IBM FORUM 2010 (400 pax)
Hotel Le Meriden Lav, Split
05.-07.10.2010.

5th CROATIAN CONGRESS ON PSYCHIATRIC with international participation (400 pax)
Hotel Solaris hotels resort,
Šibenik, Croatia
29.09.- 03. 10. 2010.

CROZ- Quality in Enterprise Development
Primošten, Croatia
12.-14.09.2010.

COMBIS CONFERENCE (250 pax)
Novi Vinodolski, Croatia
16.-17.09.2010.

4th Symposium of Croatian Doctors' Chamber (300 participants)
Hotel Adriatic, Opatija
19.-21.03.2010.

7th Croatian Conference of Psychiatry (300 participants)
Hotel Ambassador, Opatija
25.-28.03.2010.

EADV 7th Spring Symposium (2000 participants)
Hotel Croatia, Cavtat
13.-16.05.2010.

under its authority. This year again, from October 21-24, Croatia shall organize the 8th Congress of the Croatian Society of Cardiology, traditionally held in Opatija, with Prof. Dr. Sc. Davor Miličić heading it, in the capacity of President of the Croatian Society of Cardiology and President of the Organisational Board of the Congress. At the same time, we shall have the 2nd Congress of the Croatian Association of Nurses in Cardiology, led by Mrs. Ana Ljubas, Bacc. M. S., in the capacity of President of the Association and President of the Congress. The Congress was preceded by vast preparations, as well as presentations of it at the end of August 2009 and 2010 in Barcelona and Stockholm, during the European Congress of Cardiology, within the exhibition space of the Croatian Society of Cardiology.

M.Š.