

RHG Knowledge Exchange: Healthcare Planning, Design and Strategy

**3-4 March 2025 | Radisson Hotel &
Conference Centre London Heathrow**

Join us for the RHG Knowledge Exchange, an exclusive two-day event exploring innovative planning methods, design strategies, and actionable techniques tailored to the unique needs of healthcare meetings.

WHY ATTEND?

- Gain insights into the latest trends and strategies in healthcare meeting planning.
- Network with industry professionals and experts in the healthcare sector.
- Discover cutting-edge solutions for designing impactful and effective healthcare events.

OUR EXPERT SPEAKERS



George Hossevoort, Meetings & Events, Process Improvement and Agile Scrum Expert

Specialized in enhancing customer experience through process optimization and automation, George has international experience across healthcare and hospitality industries, most recently with Roche.



Leslie Robertson, Founder & Owner, Open Audience

Leslie is the founder of Open Audience, a consultancy specializing in audience engagement and innovative tech solutions for live, virtual, and hybrid events worldwide.



Crystal Malha, Director, MycoVoco

With over 20 years of experience, including leadership roles in the medical sector at organizations such as Johnson & Johnson and Magdalen Publishing, Crystal is an expert in advancing medical education for healthcare professionals.



Leanne Galea, Head of Meetings & Events (EU), Emota

With over 20 years of experience managing complex projects and leading teams, Leanne brings a wealth of expertise in stakeholder management, process mapping, and optimizing business processes.



Mark Handforth, Director, 3Sixty Event Consulting

Mark is a highly trusted consultant in meetings and events with over 20 years' strategic and tactical experience.



Dawn Mattinson, Senior Director, Meeting Services at Parexel

With 20 years of experience, Dawn is an expert in managing high-impact, compliant meetings within the pharmaceutical and healthcare sectors.



Cerstin Steindorf, Global Account Director Healthcare, MCI Group

With over 20 years of experience at MCI Group and a background in hospitality, Cerstin excels at engaging and managing key stakeholders.

MONDAY 3 MARCH | DAY 1

10.30am	Registration and Welcome Coffee <ul style="list-style-type: none">Meet, greet, and network while exploring a showcase of RHG's healthcare meeting capabilities.
11am	Opening Session: Setting the Scene <p>Speakers: George Hossevoort, Crystal Malha, Mark Handforth</p> <ul style="list-style-type: none">Overview of the event objectives and a snapshot of current trends in healthcare meetings.
11.30am	Keynote Presentation: Transforming Healthcare Meeting Planning <ul style="list-style-type: none">Applying project planning and business disciplines to healthcare events, featuring insights on Lean, Six Sigma, and omnichannel methods.
12.30pm	<i>Networking Lunch</i>
1.30pm	Workshop Phase I: Framing the Challenges <p>Moderators: Cerstin Steindorf, Leslie Robertson, Leanne Galea and Dawn Mattinson</p> <p>Workshop 1: Mastering Internal & External Stakeholders</p> <p>Workshop 2: Harnessing Technology for Smarter Meetings</p> <p>Workshop 3: Advanced Techniques for Strategic Meeting Planning</p> <p>Workshop 4 : Building Powerful Business Partnerships in Healthcare</p>
2pm	Main Plenary: Workshop Phase I Feedback <p>Facilitator: Mark Handforth</p> <ul style="list-style-type: none">Phase one workshop feedback shared in a collaborative plenary session.
2.40pm	Workshop Phase II: Building Solutions <p>Moderators: Cerstin Steindorf, Leslie Robertson, Leanne Galea and Dawn Mattinson</p> <ul style="list-style-type: none">Collaborative session to develop actionable solutions that will deliver better outcomes.
4pm	Main Plenary: Workshop II Feedback <ul style="list-style-type: none">Shared in collaborative plenary session
4.30pm	Day 1 Closing
7.30pm	<i>Dinner / Social Networking Event</i>

TUESDAY 4 MARCH | DAY 2

8am	Breakfast Networking <ul style="list-style-type: none">Light breakfast and networking in the meeting area.
9am	Morning Plenary: Progress and Goals <ul style="list-style-type: none">Recap of day one outcomes and setting objectives for day two.
9.30am	Workshop Phase III: Refining Strategies <p>Moderators: Cerstin Steindorf, Leslie Robertson, Leanne Galea and Dawn Mattinson</p> <ul style="list-style-type: none">Interactive session to integrate feedback and refine solutions.
12pm	<i>Lunch Break</i>
1pm	Final Workshop: Actionable Outcomes <p>Moderators: Cerstin Steindorf, Leslie Robertson, Leanne Galea and Dawn Mattinson</p> <ul style="list-style-type: none">Collaborative effort to finalize strategies and prepare actionable plans to take forward.
3pm	Closing Plenary: Insights and Next Steps <p>Facilitator: Mark Handforth</p> <ul style="list-style-type: none">A comprehensive wrap-up summarizing key takeaways and next steps.