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.

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MEETINGS

MONDAY 3 MARCH | DAY 1

10.30am	**Registration and Welcome Coffee** • Meet, greet, and network while exploring a showcase of RHG's healthcare meeting capabilities.
11am	**Opening Session: Setting the Scene** Speakers: George Hossevoort, Crystal Malha, Mark Handforth • Overview of the event objectives and a snapshot of current trends in healthcare meetings.
11.30am	**Keynote Presentation: Transforming Healthcare Meeting Planning** • Applying project planning and business disciplines to healthcare events, featuring insights on Lean, Six Sigma, and omnichannel methods.
12.30pm	*Networking Lunch*
1.30pm	**Workshop 1: Framing the Challenges** Speaker: Cerstin Steindorf • Briefing on the key challenges we face in healthcare meeting planning.
2pm	**Main Plenary: Workshop Feedback** • Phase one workshop feedback shared in a collaborative plenary session.
2.40pm	**Workshop 2: Building Solutions** Speaker: Leslie Robertson • Collaborative session to develop actionable solutions that will deliver better outcomes.
4pm	**Workshop Summary** • A visual and verbal summary of key insights and actionable takeaways.
4.30pm	**Day 1 Closing**
7.30pm	*Dinner*

TUESDAY 4 MARCH | DAY 2

8am	**Breakfast Networking** • Light breakfast and networking in the meeting area.
9am	**Morning Plenary: Progress and Goals** • Recap of day one outcomes and setting objectives for day two.
9.30am	**Workshop 3: Refining Strategies** Speaker: Leanne Galea • Interactive session to integrate feedback and refine solutions.
12pm	*Lunch Break*
1pm	**Workshop 4: Actionable Outcomes** Speaker: Dawn Mattinson • Collaborative effort to finalize strategies and prepare actionable plans to take forward.
3pm	**Closing Plenary: Insights and Next Steps** • A comprehensive wrap-up summarizing key takeaways and next steps.

In collaboration with: **3Sixty**
Healthcare Meetings Consultancy