RHG Knowledge Exchange: Healthcare Planning, Design and Strategy

1 - 3 March 2026 | Radisson Blu Hotel, Florence

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

Andrew Moore, Client Engagement Director at Inizio Engage XD.

With over 20 years of experience developing meetings and congress accounts, Andrew is a recognized leader in the pharmaceutical event space. His deep expertise spans strategic planning, operational delivery, and client growth across global healthcare portfolios.

Lena Bergengren, VP – People Strategy Business Partner at Radisson Hotel Group

Lena's extensive expertise in stakeholder management, performance and talent development, organization design, leadership, coaching, mentoring, and change management uniquely positions her to lead this workshop on talent management.
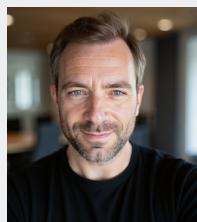
Felix Undeutsch, CEO & Co-founder, at hivr.ai

Felix Undeutsch is the CEO and Co-founder of hivr.ai, an AI-powered platform transforming how hotels and venues manage meeting and group bookings. He holds an MSc in Innovation & Entrepreneurship from HEC Paris and has been recognised for his contributions to hospitality technology with multiple awards.

George Kostopoulos, Director Strategic Meetings & Events, at IQVIA

George has 20+ years of experience in managing engaging F2F, virtual and hybrid events exclusively for the life sciences industry. He started his career working with Medical Associations and transitioned into working with top tier Pharmaceutical Corporations.

Michelle Biggane, Director, Talent UK - People & Culture UK at BCD Meetings & Events

For the last 5 years, Michelle's primary focus has been welcoming Talent into BCD Meetings & Events and showing a strong commitment to developing talent both externally and internally, fostering a strong positive organisational culture.

Michèle Schemmann, Strategic and Creative Director at Vantage Global Event and Production GmbH

She helps international organizations design memorable, engaging, and purposeful communications. She collaborates closely with clients to design meetings that balance data and storytelling with the very important event goals of connecting people.

Mark Handforth, Director, at 3Sixty Event Consulting

Mark is a highly trusted consultant in meetings and events with over 20 years' strategic and tactical experience. There is little he doesn't know about building successful strategic frameworks for in-person and virtual format meetings, underpinned by cutting-edge global compliance knowledge.

Jürgen Künkel, Managing Partner, at Vantage Global Event and Production GmbH

Jürgen helps international organizations design and deliver strategic, creative, and technically robust corporate events around the world. For the past two decades, Jürgen has focused mainly on the healthcare sector, delivering leadership meetings, global launches, and immersive experiences.

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SUNDAY 1 MARCH | DAY 1

	Arrivals – Late morning/early afternoon Participants arrive throughout the day. Optional sessions depending on arrival time
2pm -6pm	**Optional - Workshop: Integrating Lean Six Sigma, Agile and Sprint Methodologies into Planning** This hands-on workshop builds on the 2025 Meeting Planning plenary by translating Lean Six Sigma, Agile, and Sprint principles into practical tools for healthcare meeting planners. With a 50/50 blend of expert-led tuition and interactive group work, participants will explore real-world applications, discuss implementation strategies, and walk away with easy-win actions they can apply immediately.
3pm -6pm	**Optional- Workshop: Compliance for Meetings and Events Update & Practical Strategies** Stay ahead of the curve with this compliance update for meeting and event planners. This workshop offers a concise breakdown of recent code changes, current implementation of code guidance, new tools to streamline implementation, and real-life best practice examples. With a focus on high-risk areas —including delegations from France, Belgium, and the Netherlands—you'll gain clarity on expectations that go beyond standard industry codes.
7:30pm	**Dinner**

MONDAY 2 MARCH | DAY 2

From 8am	**Refreshments and Networking** Welcome coffee and informal networking
9am	**/ntroduction- Methodological thinking update** • Where are we now? • Review of methodological approaches for healthcare meeting planning Host: Mark Handforth
10am	*The Science of Meetings Report* This plenary session presents key insights from The Science of Meetings report, based on survey data from healthcare professionals, to better understand their expectations and experiences in medical congresses. It combines strategic analysis, practical implications, and interactive discussion to show how HCP feedback can drive more relevant, engaging, and effective meeting design Host: Andrew Moore – Client Engagement Director, Inizio Engage XD
11am	**Poster Session: Let's review content from 2025** Host: 2025 Workshops Hosts
12am	Networking Lunch
1pm-1.30 pm	*Workshop Phase: Briefing Sessions* Workshops Phase: Introduction to the 2026 workshop themes • Workshop 1: Meeting planning talent development • Workshop 2: Communication channel integration • Workshop 3: Engineering Impactful meeting experiences • Workshop 4: Optimized AI for Healthcare meeting planning
1. 30 -5.30 pm	**Workshop Phase I & II: Framing the Challenges & Building Solutions**
3pm	Networking Break
5:30pm	**Workshop update feedback to plenary** Groups present their progress and share aligned outcomes in plenary
7:30pm	Networking dinner

In collaboration with:

3Sixty
Healthcare Meetings Consultanc

TUESDAY 3 MARCH | DAY 3

From 8am   **Refreshments and Networking**
Welcome coffee and informal networking

9am   **Session 2: Workshop Progress**
Plenary recap of Day One outputs and introduction to the focus areas for Day Two

9.30-10.30am   **Workshops Phase III: Refining Strategies**

10:30am   Networking Break

11-12am   **Workshops Phase IV: Final development of outcomes**

12am   **Closing plenary**
• Summary of all workshop outcomes
• Final alignment on priorities for 2026
• Next steps and future direction

1pm   Casual lunch and networking

Afternoon   **Departures**
Participants depart throughout the afternoon

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