

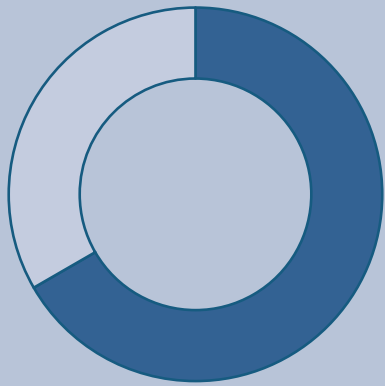
A group of people in a meeting, with a woman in the foreground clapping and smiling. The background is slightly blurred, showing other attendees. The overall tone is professional and positive.

RADISSON
MEETINGS

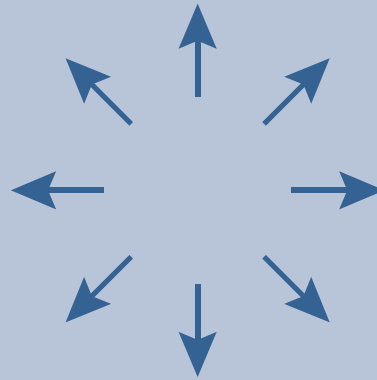
**Meeting Matters: How Healthcare Is Leading
the Next Evolution of Meetings**

Global Meetings Industry Day

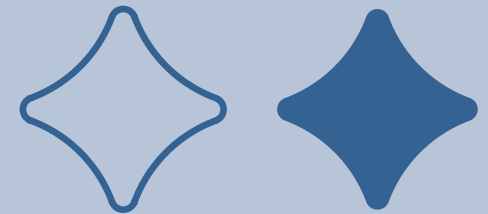
1 MEETINGS INFLUENCE REAL DECISIONS — NOT JUST CONVERSATIONS



66% of healthcare professionals report changing their decision-making after attending meetings.



Meetings are not simply information-sharing moments; they actively shape choices and behaviours.



Success is no longer about what is presented, but what changes as a result.

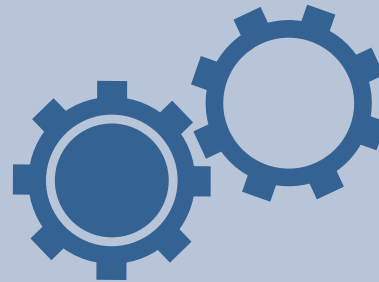
KEY TAKEAWAY

When meetings are designed with **intent**, they generate **impact** — not just engagement.

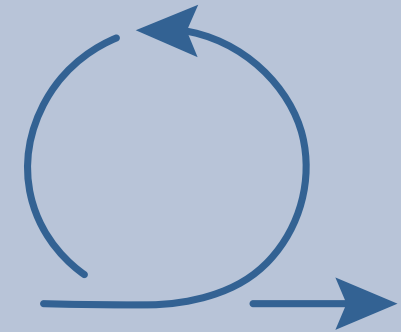
2 THE OUTCOME OF A MEETING IS SHAPED BY THE SYSTEM BEHIND IT



Up to 40-60% of planning time can become reactive due to late decisions, unclear roles, or inefficient processes.



The challenge is rarely lack of effort — it is a system and flow issue.



Structured approaches inspired by Lean and Agile thinking help reduce friction and improve efficiency without adding complexity.

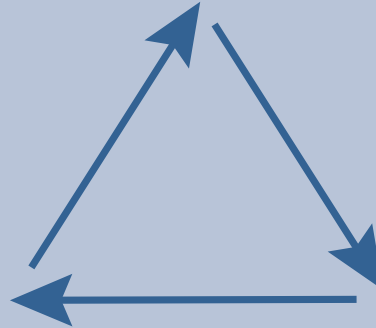
KEY TAKEAWAY

Better systems lead to **better meetings** — without doing more.

3 MEETINGS ARE EVOLVING FROM ISOLATED EVENTS INTO CONNECTED SYSTEMS



Participants increasingly expect to be active contributors, not passive audiences.



High-impact meetings are designed across pre-, peri-, and post-meeting phases.

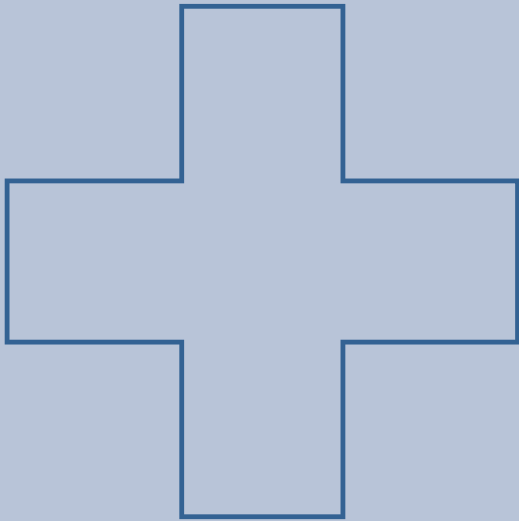


Meetings don't sit outside the organisation — they connect people, decisions, and outcomes.

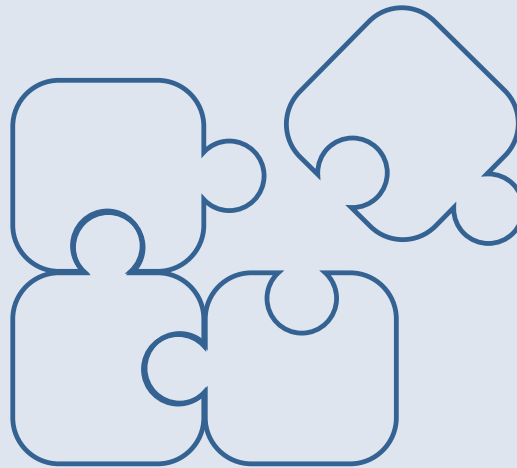
KEY TAKEAWAY

Meetings work best when designed as part of a **wider ecosystem**, not as standalone moments.

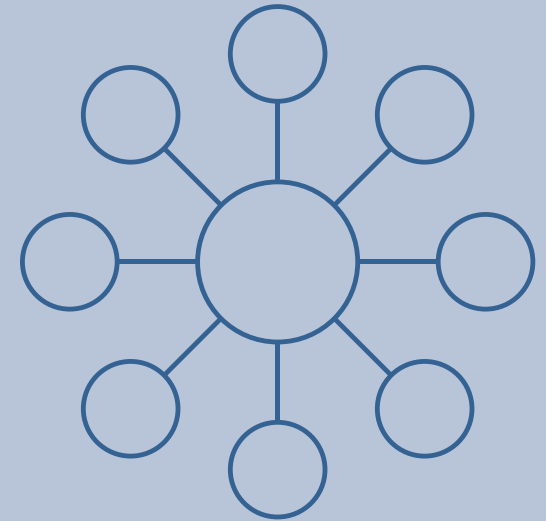
WHAT THIS MEANS IN PRACTICE?



Healthcare shows what happens when meetings have to work.

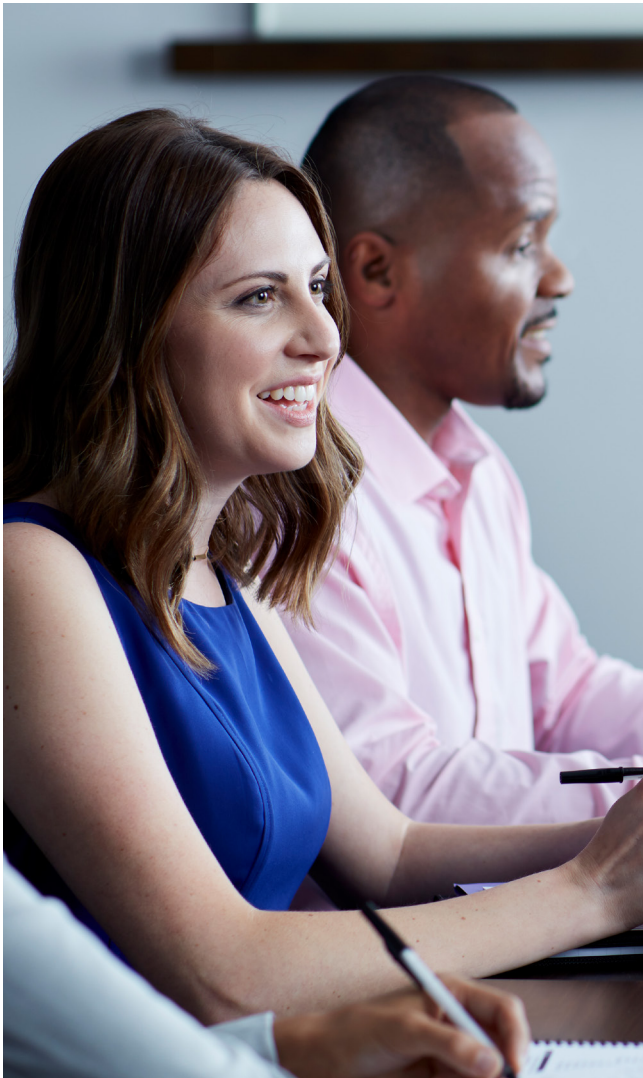


Complexity does not disappear — but through early planning and clear structure, it becomes manageable.



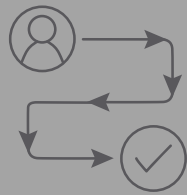
These principles apply across industries where outcomes, alignment, and accountability matter.

THE ROLE OF RADISSON MEETINGS

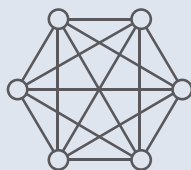


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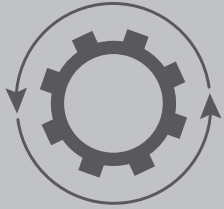
Through **Radisson Meetings**, Radisson Hotel Group acts as a **strategic partner** in meeting design — not just a venue where meetings take place.



We **support clients** across industries by bringing structure, expertise, and clarity to the full meeting journey, from early planning and compliance considerations to experience design and delivery.

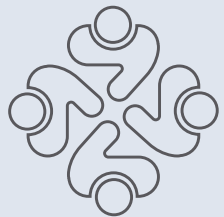


Our approach is built around **simplifying complexity** — whether that complexity comes from regulation, scale, multiple stakeholders, or ambitious objectives.



Tools like **Book It Easy** enable planners to access our global meetings portfolio quickly and efficiently, while our teams focus on designing meetings that are purposeful, consistent, and outcome-driven.

This combination of digital simplicity and human expertise allows meetings to be designed intentionally, rather than managed reactively.



Ultimately, Radisson Meetings helps clients move from delivering individual events to designing connected meeting experiences that truly matter - across healthcare and beyond.

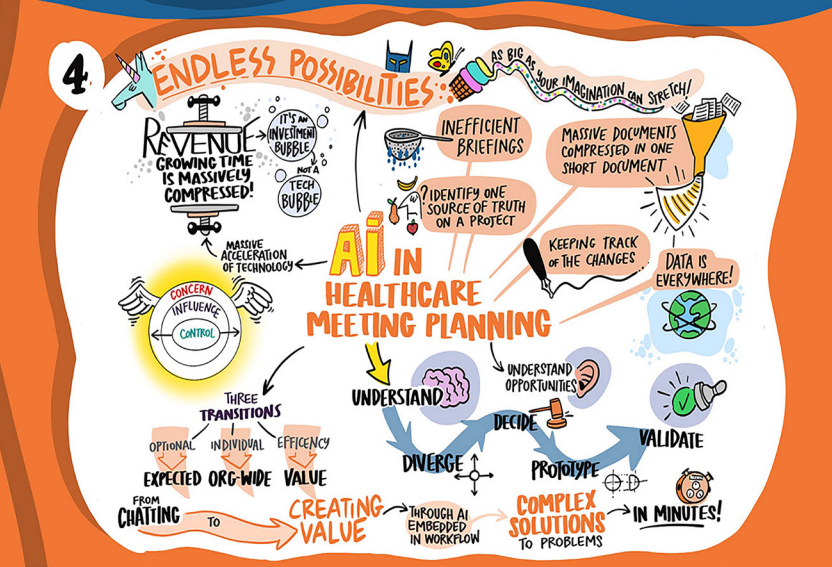
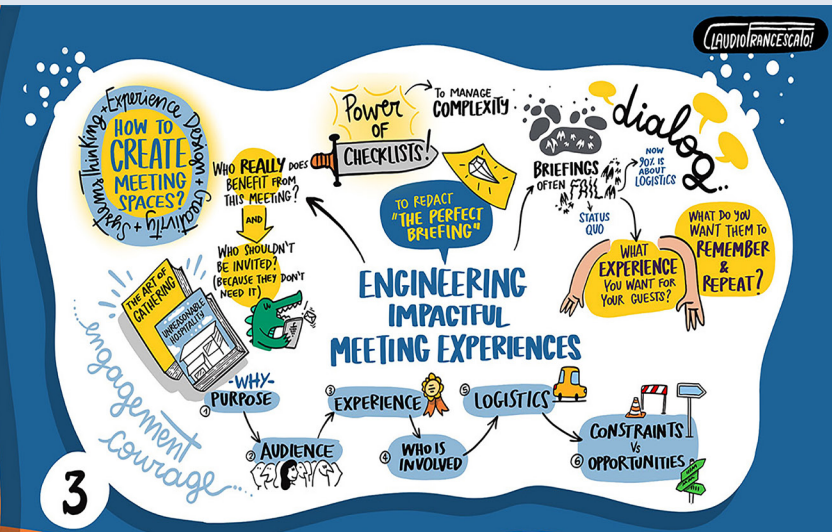
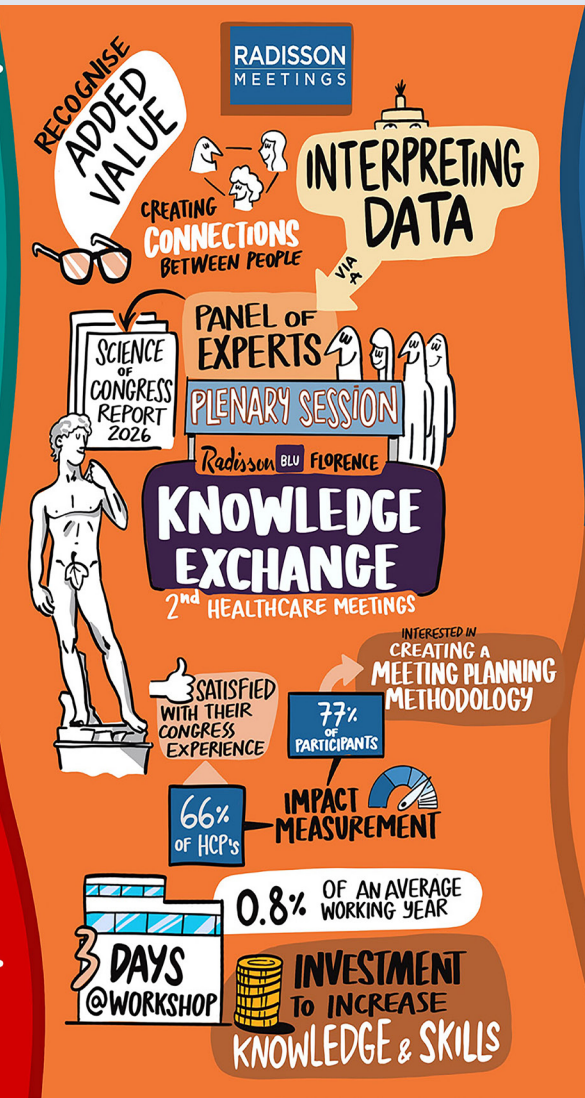
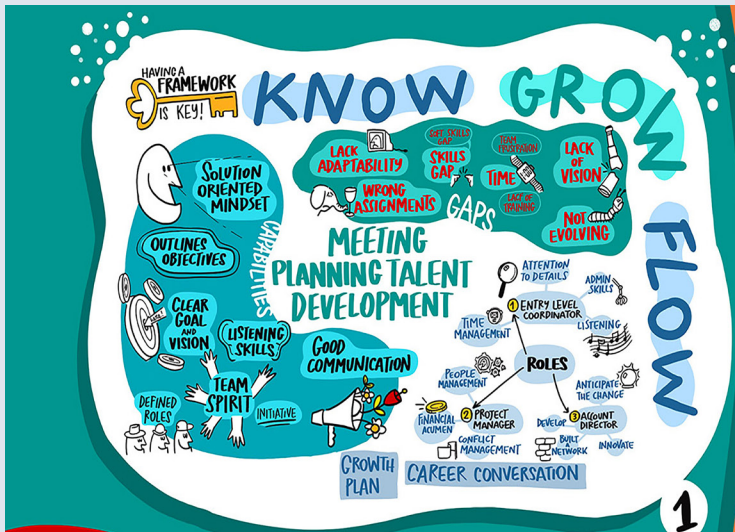
Continue the journey with **Radisson Meetings** beyond Global Meetings Industry Day. Get more info: Contact.sales@radissonhotels.com

Discover the full report [here](#)



Enjoy a **VIP Radisson Rewards membership** for one year and experience the benefits of our partnership.

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Meetings matter most when they are designed to influence decisions, supported by strong systems, and connected to real outcomes.



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