

# **2nd Evolving Practice of Ophthalmology Middle East Conference Post-Conference Report**

**26 - 28 March 2015  
Conrad Hotel, Dubai, UAE**

# OVERVIEW

The second year of EPOMEC 2015 was organized under the auspices of Samaya Hospital, UAE, the premier destination for eye care in UAE.

The conference took place at Conrad Hotel, Dubai, UAE from 26 - 28 March 2015 under the patronage of H.E. Sheikh Nahayan Mubarak Al-Nahayan, Minister of Culture, Youth and Community Development, and conference saw a record attendance of over 800 delegates, solidifying its position as one of the biggest ophthalmology conferences in the Middle East.

For 3 days, the delegates were able to connect and network with colleagues in the field and benefit from presentations from some of the renowned practitioners in the ophthalmology field, alongside an exhibition showcasing innovative products and services from top industry partners and sponsors.

## CONFERENCE HIGHLIGHTS

- ▶ Collaboration with key associations in the ophthalmology industry around the world – American Society of Cataract & Refractive Surgery (ASCRS), European Society of Cataract & Refractive Surgery (ESCRS), European Vitreoretinal Society (EVS) and European Society of Ophthalmic Nurses & Technicians (ESONT).
- ▶ Internationally renowned practitioners in the ophthalmology field gave presentations at the conference.
- ▶ Over 800 delegates in attendance.
- ▶ 3D near live surgery for the first time in the Middle East.
- ▶ Interactive sessions with digital voting.
- ▶ One-on-one meeting the experts breakfast sessions.

For updates and more information about the conference, visit

[www.samayahospital.ae/epomec](http://www.samayahospital.ae/epomec).





# SCIENTIFIC COMMITTEE MEMBERS



**Saleh Saif Al Messabi, FRCS (Canada)**  
Head of Scientific Committee  
Medical Director,  
Samaya Eye Hospital, UAE



**Ameen Al Saleem**  
Consultant Ophthalmologist  
Chief of Strategic Planning & Development,  
Samaya Specialized Center, UAE



**Viktoria Mester**  
Consultant Vitroretinal Surgeon  
Samaya Specialized Center, UAE



**Mohamed Al Deeb**  
Consultant Ophthalmologist  
Al Noor Hospital, UAE



**Ahmed Hareb Al Saadi**  
Consultant Ophthalmologist  
Zayed Military Hospital , UAE



**Mohamed Shafik**  
Professor of Ophthalmology,  
University of Alexandria  
Director, Horus Vision & Correction Center, Egypt

# 3D SESSIONS

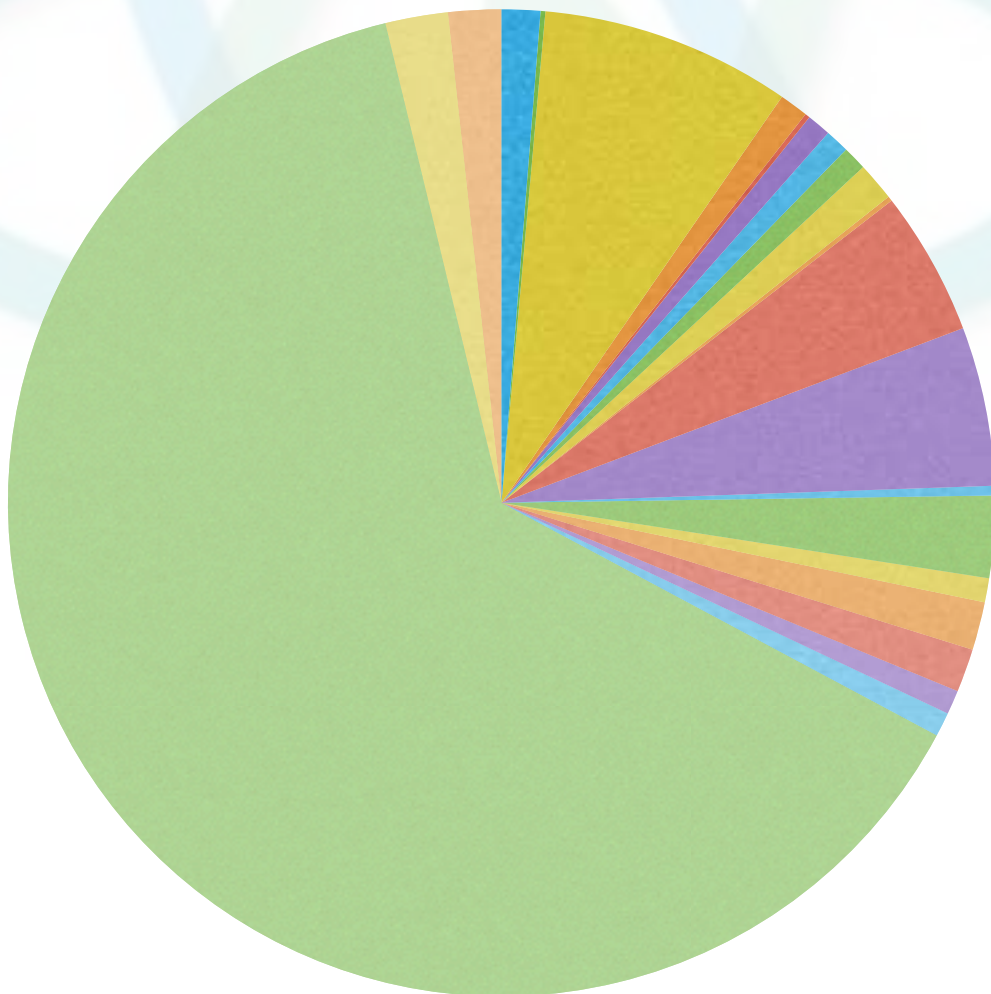
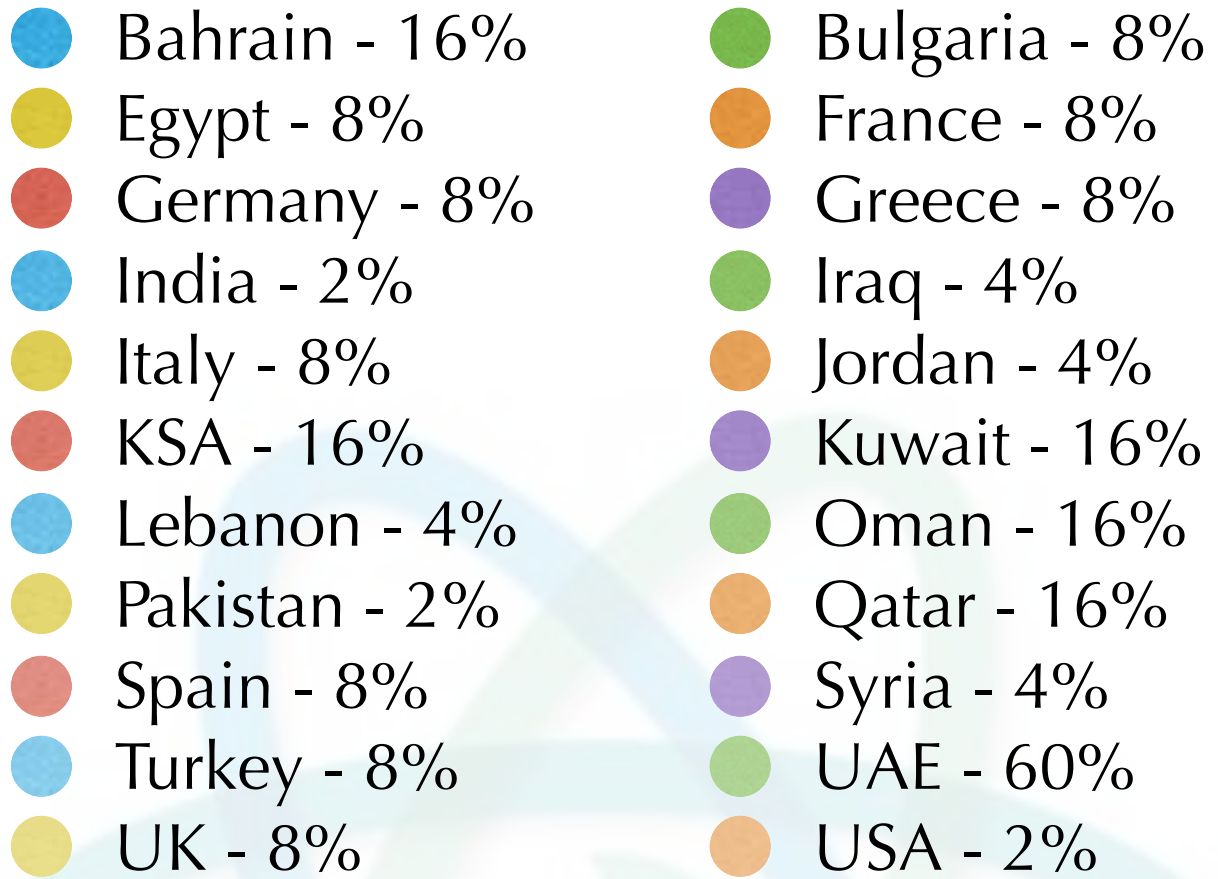




# MEETING THE EXPERTS SESSIONS



# DELEGATE PROFILE



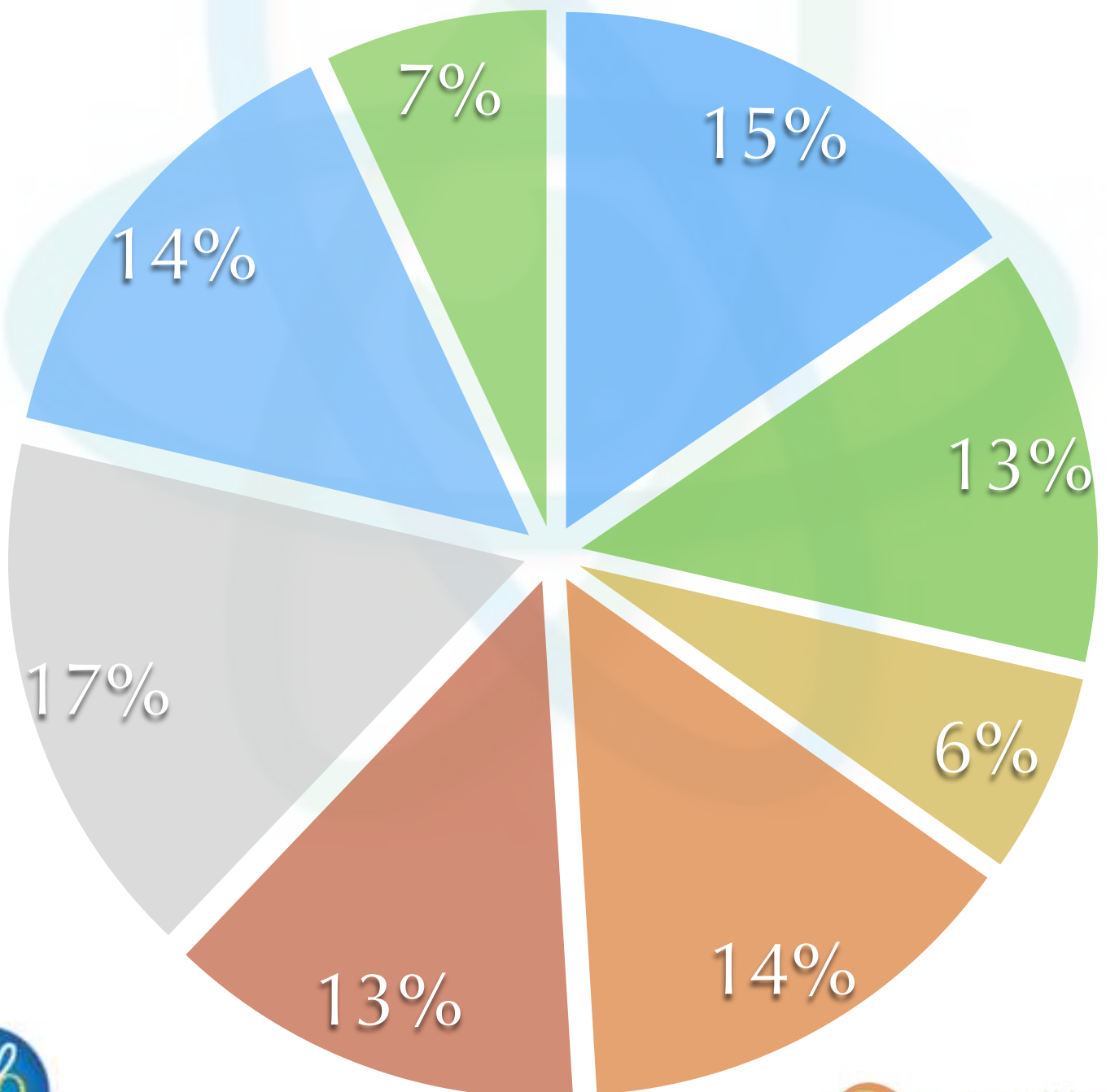


# DELEGATE FEEDBACK

\* Based on feedback from 241 delegates

## How Did You Hear About EPOMEC 2015?

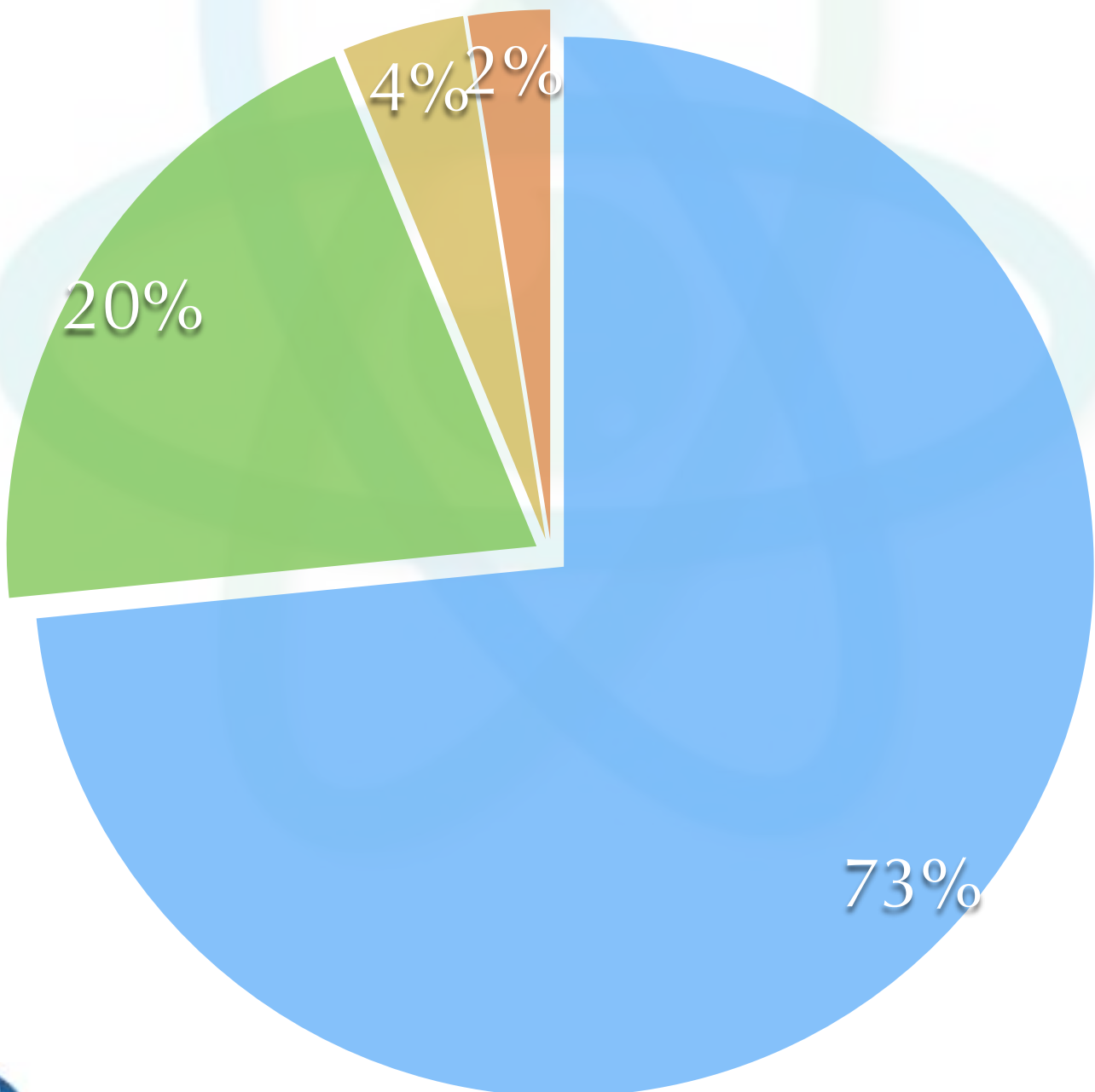
- Facebook
- Google+
- Word of Mouth
- Text Message
- Twitter
- Online Adverts
- Email
- Through Industry



# DELEGATE FEEDBACK

**How Would You Rate This Conference in Comparison to Other Regional Meetings?**

- Excellent
- Average
- Above Average
- Below Average

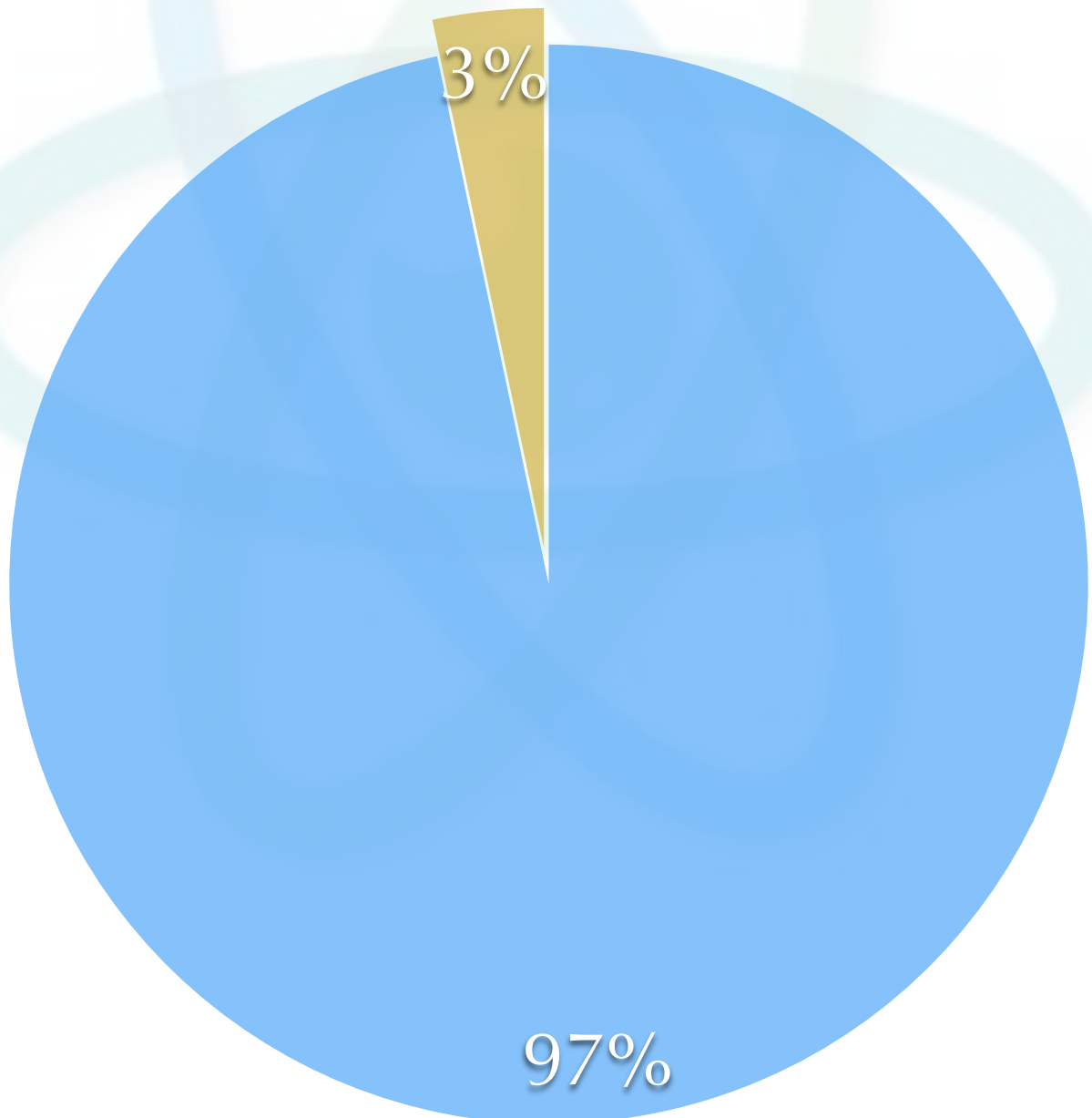




# DELEGATE FEEDBACK

## Would You Be Interested in Attending EPOMECEC 2016?

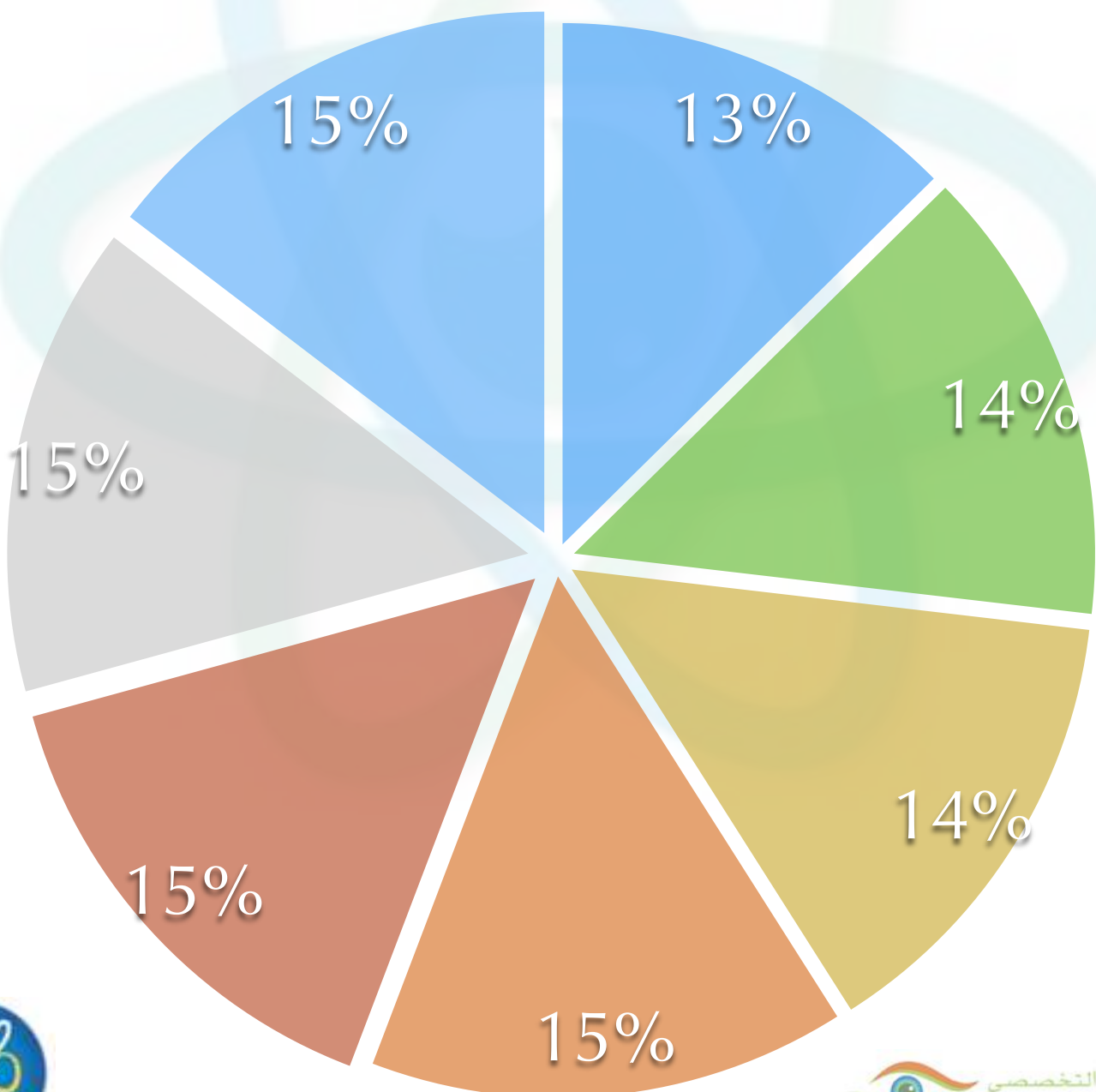
● Yes      ● No      ● Maybe



# DELEGATE FEEDBACK

## What Topics Would You Like to See More of at EPOMECE 2016?

- Cataract
- Retina & Uveitis
- Refractive Surgery
- Pediatric Ophthalmology & Strabismus
- Oculoplastics
- Cornea
- Glaucoma





# DELEGATE COMMENTS

“More topics on Optometry”

“Increase number of days”

“It was no doubt a well arranged conference”

“It started late”

“Very good”

“Excellent”

“Stick to time”

“The arrangement was excellent but we need more international speakers & time”

“Better time management”

# DELEGATE COMMENTS

“Sponsor the MOPH Ophthalmologists”

“No bar code for every entry. We are not kids”

“It was compressed time. Keep more relaxing breaks”

“I would like to request you to organize subspecialty (retina) meetings more”

“It was amazing especially the debates”

“It was so great with latest audiovisual technology”

“The chairman should be stricter with the speakers to finish on time”

“It was very informative & useful”



# DELEGATE COMMENTS

“Excellent”

“Keep up the good work”

“More care studies with videos like this year”

“Very good in general”

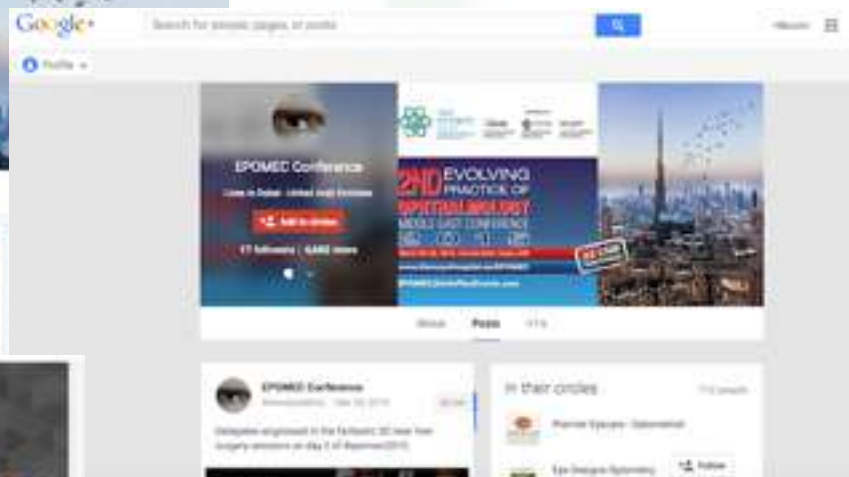
“I found it good except for slight time management issue”

“Larger venue. More topics for ophthalmology nurses”

“Assign a speaker for the topic & give him ample time to discuss instead of doing the debate”

“Thank you. Everything was excellent”

# MARKETING



OPHTHALMOLOGY CONFERENCES IN THE MIDDLE EAST

Web News Images Maps Videos More Search tools

About 328,000 results (0.45 seconds)

**Ophthalmology Expo&Events - Conferenceseries.com**

[www.conferenceseries.com/](http://www.conferenceseries.com/)

1000+ Global Conferences Every Year. Meet Clinicians- Europe, USA, Asia.

Medical Sciences  
Pharma

Speaker Opportunity  
Clinical

**Evolving Practice of Ophthalmology Middle East Conference ...**

[www.samayashospital.ae/epomec/](http://www.samayashospital.ae/epomec/)

Thank you for attending the 2<sup>nd</sup> Evolving Practice of Ophthalmology Middle East Conference 2015! Save the Dates for Next Year: 17 – 19 March 2016, Dubai. ...

**Eye Hospital in Abu Dhabi | Samaya Eye Institute in Abu ...**

[www.samayashospital.ae/](http://www.samayashospital.ae/)

Samaya Specialized Center is one of the Eye Hospital and Institute in Abu Dhabi. ... The Second Evolving Practice of Ophthalmology Middle East Conference. ...

You've visited this page 2 times. Last visit: 1/3/15



# MARKETING



Home Trade Arabia Network Trade News Business Directory Contact Advertisements

CENTARA FOR TRAVEL INDUSTRY RATES Trade Arabia

Home Health & Environment May

## Top doctors, specialists attending Dubai conference

(UAE), March 28, 2015

Around 800 doctors and other medical experts, including 60 specialists from key eye medical centres worldwide, are attending the second Evolving Practice of Ophthalmology Middle East Conference 2015 (EPMEE), a medical conference on eye medicine and surgery, being held in Dubai, UAE.

The event which opened today will run until March 29, at Conrad Hotel.

Four good medical associations will attend the conference for the first time. The 2015 Evolving Practice of Ophthalmology Middle East Conference is the first of its kind in the region.



Speakers at the medical conference on eye medicine and surgery



WAM

وكالة أنباء الإمارات  
Emirates News Agency

## اختتام مؤتمر الشرق الأوسط لتطور طب وأمراض وجراحات العيون 2015 بدبي

28/03/2015



## الوطن

بوعين سوسيتي

## افتتح مؤتمر الشرق الأوسط لتطور طب وأمراض وجراحات العيون نهان بن مبارك يشيد بدعم القيادة للرعاية الصحية وفقاً لأرقى المعايير العالمية

28-03-2015 بتاريخ



Zawya

## UAE has 'superb' health care system ; Nahyan

(He pays tribute to their highnesses Sheikh Khalifa, Sheikh Mohammed bin Rashid and Sheikh Mohammed bin Zayed)



Dubai - March 28, 2015 - The UAE is developing a superb healthcare system to respond to the needs of its people with the support of its leaders, said HE Sheikh Nahyan bin Mubarak Al Nahyan Minister of Culture, Youth, and Social Development.

"The UAE is developing a superb health care system that is responsive to the needs of its citizens and residents," he told a medical eye conference in Dubai.

He said the system is focused on diagnosis, treatment, and public education, adding that the country's health care system is committed to having the most advanced technologies, to detecting unhealthy signs as early as possible, and to implementing the most effective treatments and cures.

id the system has been developed under the "wise" leadership of the hness Sheikh Khalifa bin Zayed Al Nahyan, and with the guidance and strong hness Sheikh Mohammed bin Rashid Al-Maktoum, Vice President, Prime of Dubai, and of Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi.

الاتحاد

## فتتح مؤتمر الشرق الأوسط لتطور طب وأمراض وجراحات العيون نهان بن مبارك: الإمارات تطور الرعاية الصحية وفقاً لاحتياجات مواطنيها

تاريخ النشر: 2015/03/29



دبي (الاتحاد)

أكد معالي الشيخ نهان بن مبارك آل نهان، وزير الثقافة والشباب وتنمية المجتمع، أنه قد التحق معالي صاحب السمو الشيخ خليفة بن زايد آل نهان رئيس الدولة، حفظه الله، وصاحب معالي نهان بن راشد آل مكتوم، نائب رئيس الدولة رئيس مجلس الوزراء حاكم دبي، رعاه الله، وزير صاحب السمو الشيخ محمد بن زايد آل نهان، ولي عهد أبوظبي، نائب القائد الأعلى للقوات المسلحة الإمارات إلى تطوير نظام الرعاية الصحية بالاستجابة لاحتياجات مواطنيها والمقيمين لأرقى المعايير العالمية.



مركز سمايا التخصصي  
Samaya Specialized Center

# MARKETING HIGHLIGHTS

- ▶ Partnership with key ophthalmology conferences and associations around the world to promote the conference via banners, inserts and email marketing -
  - ▶ OMICS International
  - ▶ European Society of Ophthalmology
  - ▶ International Journal of Ophthalmology
  - ▶ Medical News Today
  - ▶ ISOPT Clinical 2015
  - ▶ Clocate Conferences
- ▶ Keyword driven online promotion with EPOMECE 2015 being No 1 in Google search results for the term - **ophthalmology conferences in the Middle East.**
- ▶ Active social media promotion through Facebook, Twitter, Google+ and YouTube, driving targeted traffic to the conference website.
- ▶ Several press releases across Arabic & English media in the region such as TradeArabia, Zawya, AME Info, Veooz News, Al Itihad Press, Al Khaleej Press, WAM, Al Fajr Press, Al Watan Newspaper, Al Bayan Press, Pal Forex News & Emirates Voice.
- ▶ Flyer distribution by conference chairman and pharma companies at various conferences around the region.



# MARKETING HIGHLIGHTS

## Visitors to the Conference Website by Countries



- |               |            |               |           |
|---------------|------------|---------------|-----------|
| ‣ Jordan      | ‣ India    | ‣ Switzerland | ‣ Qatar   |
| ‣ Greece      | ‣ Romania  | ‣ France      | ‣ Lebanon |
| ‣ Azerbaijan  | ‣ USA      | ‣ Kuwait      | ‣ Cyprus  |
| ‣ KSA         | ‣ UK       | ‣ Japan       |           |
| ‣ Netherlands | ‣ Latvia   | ‣ Germany     |           |
| ‣ Japan       | ‣ Nigeria  | ‣ Egypt       |           |
| ‣ Iraq        | ‣ Oman     | ‣ Iraq        |           |
| ‣ UAE         | ‣ Canada   | ‣ Zimbabwe    |           |
| ‣ Belgium     | ‣ Cameroon | ‣ Turkey      |           |

## Visitors/Followers Specialties

- Ophthalmology
- Optometry
- Cataract
- Refractive Surgery
- Pediatric Ophthalmology
- Ophthalmic Nurse
- Neuro Ophthalmology
- Ocular Oncology
- Vitreo-Retinal Surgery
- Oculoplastics
- Ophthalmic Pathology



# MARKETING HIGHLIGHTS

## High Traffic Pages on the Website



- ▶ [www.samayahospital.ae/epomec/registration.php](http://www.samayahospital.ae/epomec/registration.php) (through Facebook, Twitter, Google+ and other advertising avenues online).
- ▶ [www.samayahospital.ae/epomec/welcome.php](http://www.samayahospital.ae/epomec/welcome.php) (through LinkedIn and other advertising avenues online).
- ▶ [www.samayahospital.ae/epomec/scientific\\_program.php](http://www.samayahospital.ae/epomec/scientific_program.php) (through Facebook & Google+)



# EXHIBITION

There were a total of 14 exhibitors spread over an area of 170 sqms for 3 days of the exhibition presenting the latest innovations and inventions in the field of ophthalmology.





# 2015 SPONSORS

## PLATINUM SPONSORS



## GOLD SPONSOR



## BRONZE SPONSORS



# FACULTY AWARDS PRESENTATION

A faculty dinner was held on the second day, 27 March, at Sofitel Downtown, with an awards presentation taking place afterwards.





# FACULTY AWARDS PRESENTATION





# LESSONS LEARNT

Though the conference went well overall, there were a few glitches which we can learn from to make future conferences a much better experience for delegates:

- ▶ AV & IT could have been better. Would have been a challenge if there were multiple rooms.
- ▶ A controller should have been assigned for the plenary room to remain in the room at all times.
- ▶ The sessions ran longer than were assigned leaving the conference well behind especially on day 1. Tighter time management next time as well as a more experienced hostess for Q & A.
- ▶ The hostesses weren't experienced enough.
- ▶ The communication with sponsors could have gone more smoothly.
- ▶ Earlier communication with project team with details of all speakers would have facilitated better flow of communication.
- ▶ There were some airport transfer issues with speakers through the hotel.
- ▶ Sponsors were changing delegate names up until the morning of the conference, which caused a bit of chaos. Provide a deadline next time and ensure they stick to it.

# RECOMMENDATIONS FOR 2016

The following recommendations are suggested for EPOMECE 2016 to give the conference even more visibility and boost its ranking as one of the best ophthalmology conferences in the region:

- ▶ Commence marketing activities at least 6 months before the conference.
- ▶ Approach DCB for support at least 6 months before the conference.
- ▶ Ensure the sponsor and exhibitor manual goes out to all at least 3 months before the conference to avoid any situations similar to the fracas with Alcon/Novartis space.
- ▶ Consider providing a mobile app to replace print materials.
- ▶ More people assigned to badge scanning and Q & A.

# STAY CONNECTED

Stay connected to the conference all year and during the event



**/epomeconference**



**/epomecuae**



**/epomeconference**



**/epomeconference**



**[www.samayahospital.ae/epomec](http://www.samayahospital.ae/epomec)**



**[epomec@samayahospital.ae](mailto:epomec@samayahospital.ae)**

**CONFERENCE SECRETARIAT**



**[www.InfoPlusEvents.com](http://www.InfoPlusEvents.com)**



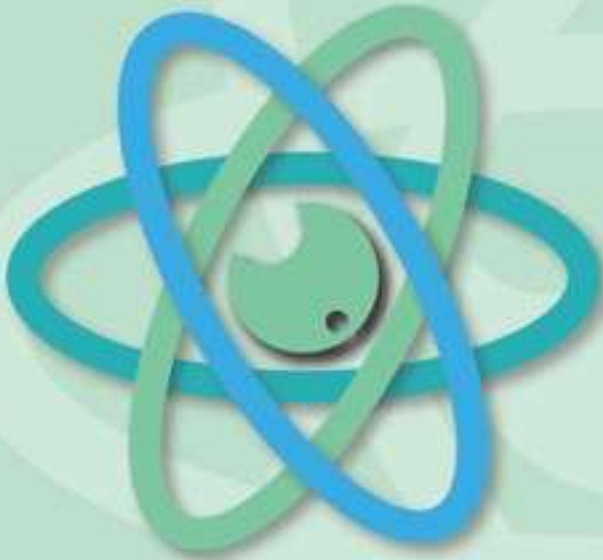


**3RD  
EPOME C  
2016**  
3rd Evolving Practice of Ophthalmology  
Middle East Conference 2016  
March 17-19, 2016, Dubai, UAE



مركز سمايا التخصصي  
Samaya Specialized Center  
[www.SamayaHospital.ae/EPOME C](http://www.SamayaHospital.ae/EPOME C)

**SAVE  
THE DATES**



**3RD  
EPOME C  
2016**

3rd Evolving Practice of Ophthalmology  
Middle East Conference 2016

**March 17-19, 2016, Dubai, UAE**

**[www.SamayaHospital.ae/EPOME C](http://www.SamayaHospital.ae/EPOME C)**

**[epomec@samayahospital.ae](mailto:epomec@samayahospital.ae)**



مركز سمايا التخصصي  
Samaya Specialized Center

## OPENING SOON

BRANCHES OF LEADING SPECIALIZED ONE-DAY SURGERY CENTER  
OFFERING WORLD CLASS MEDICAL SERVICES  
WITH STATE OF THE ART FACILITIES



AL AIN BRANCH / OPENING IN JUNE 2015



KHALIFA A BRANCH / OPENING IN JANUARY 2016

You may visit our website [www.samayahospital.com](http://www.samayahospital.com)  
or call 02-4455558 for updates