



MCI have organised several large events at The CCD over the last two years – here we profile two of the most recent ones held back-to-back in June 2012.

*“I was really impressed by the level of professionalism from every CCD staff member throughout the conference. They worked extremely well with our own on-site team and our client specifically mentioned the efforts of The CCD staff in their closing speech. It was a pleasure working with you.”*

**Eimear Dunne**, MCI Dublin  
Senior Project Manager,  
ICEM 2012

## The 14<sup>th</sup> International Conference on Emergency Medicine (ICEM 2012)

Over 2,200 delegates gathered in Dublin on 27<sup>th</sup>–30<sup>th</sup> June, 2012 for the 14<sup>th</sup> International Conference on Emergency Medicine at The Convention Centre Dublin. The conference was organised by MCI Dublin in partnership with the Irish Association of Emergency Medicine (IAEM) and the International Federation of Emergency Medicine (IFEM).

President of Ireland, Michael D Higgins, opened the conference, remarking in his speech that it was an honour to see so many leaders in the field of emergency medicine travel from all over the world to attend this event. The conference included a spectacular gala dinner at The CCD with entertainment from Comedian Barry Murphy and the percussion-led group Extreme Rhythm.

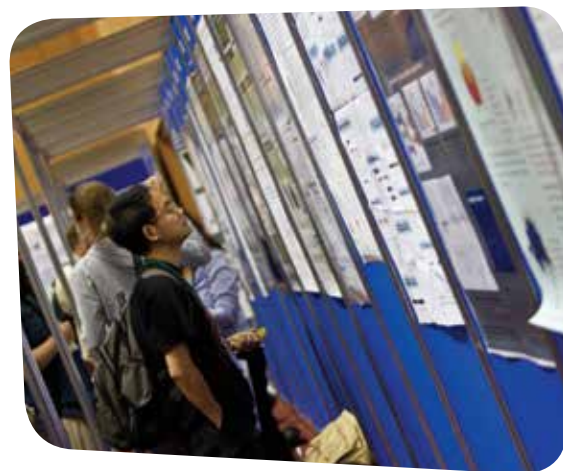
As this was the first ICEM Annual Meeting to take place in Europe for a decade, it was crucial to reconnect with these delegates while retaining new members from around the world. With a short lead-in time of nine months, MCI Dublin were able to create a digital marketing and communication campaign that resulted in high interest from potential delegates, with the number of abstracts submitted a record in the associations' history.

The conference saw high activity across social media platforms, particularly on Twitter. With an average of over 1,000 tweets a day, ensuring that it trended in Ireland, emergency medicine



physicians and students around the world were able to follow the conference remotely. This activity particularly peaked during the major incident exercise. Featuring the Dublin Fire Brigade and the National Ambulance Service, the demonstration took place near the venue and featured a mock train crash, showcasing what happens in an emergency medicine incident, where 'demands exceed resources'.

A four-day conference with two days of pre-conference workshops, ICEM 2012 was described as the 'largest and most successful to date' by the former president of the IFEM, Dr. Gautam Bodiwala, CBE, at the closing ceremony. The event demonstrated that Dublin is accessible, popular with visiting delegates and, above all, has the facilities to rival anywhere.



## Annual Meeting of the Society for Molecular Evolution & Biology 2012 (SMBE 2012)

The SMBE 2012 conference on 23<sup>rd</sup>–26<sup>th</sup> June attracted over 1,300 delegates from across the world to discuss the latest developments and cutting edge research in the field. The numbers of delegates made it the largest SMBE Annual Meeting in the association's history.

Professor James McInerney, from the National University of Ireland, who was Chair of the Local Organising Committee considered the event not only to be the biggest, but also the best annual SMBE meeting to date. The conference also saw the most ever involvement from industry, with 15 companies exhibiting over the three days. They were joined by renowned keynote speakers including Professor Charles Aquadro, Professor Belinda Chang, Professor T. Martin Embley and Professor Hopi Hoekstra.

As a result of MCI delivering such a successful conference, they have been chosen to manage the next annual SMBE meeting in 2014, taking place in Puerto Rico.