

Krakow, 31st August 2010

Dr Tony Mathie
The President of the Wonca Europe Executive Committee

Report on preparedness activities related to organization of the 17th Wonca Europe Conference by the College of Family Physicians in Poland.

The College of Family Physicians in Poland was officially accepted for organization of the 17th Wonca Europe Conference by the Wonca Europe Council Meeting, during the 13th Wonca Europe Conference in Paris, in October 2007. The organization activities started from the outset.

The Conference Committees were established (Scientific Committee, Organizational Committee and International Advisory Board) and appropriate task were assigned to each Committee. The Professional Conference Organizer – Health and Management Ltd. was selected. The Committees agreed that the theme of the Conference will be: ‘Family Medicine – Practice, Science and Art’ and it will take place from 8th to 11th of September 2011 in the capital of Poland – Warsaw. The appropriate conference venue was chosen – The Warsaw International Expocenter, which is modern, well equipped and fitting the event needs exhibition and conference center.

Further activities related to the scientific programme, hotel accommodation for participants, sponsors canvassing, conference website and overall public relation plan were conducted. All preparation activities are realized according to the initially developed preparation schedule and in compliance with the Guidebook on Wonca Europe Conferences. For details please see below ‘Report at glance’ and appropriate appendixes.

Yours sincerely,

Adam Windak MD, PhD
Chairman of the Scientific Committee

Tomasz Tomasik MD, PhD
Chairman of the Organizing Committee

Report at glance

17th Wonca Europe 2011 Conference

8th - 11th September 2011, Warsaw, Poland

State of the preparedness activities on the day of 31st August 2010

Subject and title	17 th Wonca Europe 2011 Conference 'Family Medicine – Practice, Science and Art'
Date of the conference	8 th - 11 th September 2011
Conference venue	Warsaw International EXPOCENTER EXPO XXI Prądyńskiego 12/14 Street 01-222 Warsaw, Poland Detailed information on the Conference Venue – see attachment no 1
Conference Committees	17 th Wonca Europe Conference: Scientific, Organizational and International Advisory Committee were established (see organisational chart – attachment no. 2) as well as the appropriate tasks were assigned to each Committee
Professional Conference Organizer	The agreement with Health & Management Ltd. – Professional Conference Organizer was signed. The Conference Office was established: Zdrowie i Zarządzanie Sp. Z o. o Sarego 16/3 Street 31-047 Krakow, Poland Tel. (+48 12) 429 50 15, 429 15 70 Email: wonca2011@ziz.com.pl
Hotel accommodation	Appropriate hotel accommodation capacity was reserved (about 3000 places in more than 20 hotels in various standard and price category)
Scientific programme	The framework and content of the scientific programme, including key note speakers, was set (see attachment no. 3)
Social programme	Social events were planned and appropriate reservations were made (see attachment no. 4)
Sponsor brochure / exhibitor manual	Activities aiming at canvassing businesses for exhibition and sponsorship were conducted. Sponsor brochure was created and send to most important European pharmaceutical and other health-related companies representatives. Draft of the exhibitor manual was developed
Public relations	Detailed Public relations plan was developed including promotion activities during all Wonca and other Family Medicine related conferences/meetings, newsletter subscription, postal, press and Internet based advertisements (see attachment no.5)
Conference website	Conference website was constructed and activated, see at: www.woncaeurope2011.org The up-date is carried out monthly
Planning scenarios	Framework for planning scenarios was developed according to organizational establishments with the Conference venue and schedule of the scientific programme

Attachment no. 1 Conference venue

EXPO XXI Warsaw International Expocentre is Poland's brand new, state-of-the-art exhibition and conference centre located in the heart of Warsaw. It is one of the most prestigious and innovative multi-functional venues in Poland, suitable for exhibitions, conferences, seminars, fashion shows, meetings and banquets.

EXPO XXI Warsaw covers 13,500 sqm of flexible exhibition space with minimum height and weight restrictions. The halls are fitted with underground channels for all water, electricity and Internet supplies, making almost any type of space arrangement possible. The 4 main halls can hold up to 7 events simultaneously, with a further 4 conference rooms for up to 820 delegates. The facilities can easily accommodate larger meetings up to 13,000 guests in the centre's flexible halls.

EXPO XXI Warsaw provides the latest in IT and communications technology and offers an innovative central reservation and booking service for organizers, via telephone or the Internet. As an organizer, exhibitor or visitor you will find that the centre provides convenient on-site services such as stand design, construction, freight forwarding and customs clearance as well as catering and accommodation.



Attachment no. 2
Organisational chart

Organisational chart of the 17th Wonca Europe Conference
8th - 11th September 2011, Warsaw, Poland

Host Organization: The College of Family Physicians in Poland																										
Scientific Committee	Organizing Committee																									
<p>Adam Windak MD, PhD <i>Chairman of the Scientific Committee</i></p> <p>Members: Krzysztof Buczkowski Sławomir Chlabicz Sławomir Czachowski Katarzyna Dubas Wiesława Fabian Wanda Horst-Sikorska Rafał Kacorzyk Przemysław Kardas Małgorzata Koziarska-Rościszewska Ludmiła Marcinowicz Artur Mierzecki Małgorzata Palka Lech Panasiuk Stojgniew Jacek Sitko Ireneusz Szymczyk Tomasz Tomasik Elżbieta Tomiak Kazimierz Wardyn Katarzyna Życińska</p> <p>PCO Liaison: Magdalena Wilanowska VdG Liaison: Marek Oleszczyk</p>	<p>Tomasz Tomasik MD, PhD <i>Chairman of the Organizing Committee</i></p> <p>Members: Elżbieta Ganczarska Artur Karol Jakubiak Agnieszka Jankowska-Zduńczyk Marek Krupowczyk Janusz Krzysztoń Jacek R. Łuczak Grzegorz Margas Beata Modlińska Jerzy Rajewski Roman Topór-Mądry Jacek Putz</p> <p>PCO Liaison: Katarzyna Dubas VdG Liaison: Magdalena Moszumańska</p>	<p>Professional Conference Organizer (PCO)</p> <p>Health & Management Zdrowie i Zarządzanie Sarego 16/3 Street 31-047 Krakow, Poland</p> <p>phone: (+48 12) 429 50 15, (+48 12) 429 15 70 fax: (+48 12) 431 21 44 e-mail: wonca2011@ziz.com.pl</p>																								
International Advisory Board																										
<p>Maciek Godycki-Ćwirko MD, PhD <i>Chairman of the International Advisory Board</i></p> <p>Members:</p> <table border="0"> <tr> <td>Michael Boland</td> <td>Andrea Poppelier</td> </tr> <tr> <td>Carlos Brotons</td> <td>Konstanty Radziwiłł</td> </tr> <tr> <td>Toni Dedeu</td> <td>Bohumil Seifert</td> </tr> <tr> <td>Tina Eriksson</td> <td>Athanasios Symeonidis</td> </tr> <tr> <td>Janko Kersnik</td> <td>Jelle Stoffers</td> </tr> <tr> <td>Witold Lukas</td> <td>Igor Švab</td> </tr> <tr> <td>Manfred Maier</td> <td>Theo Verheij</td> </tr> <tr> <td>Nigel Mathers</td> <td>Carl R. Whitehouse</td> </tr> <tr> <td>Tony Mathie</td> <td>John Wynn-Jones</td> </tr> <tr> <td>Ruut A. de Melker</td> <td>Eglė Žėbienė</td> </tr> <tr> <td>Rafał Nizankowski</td> <td></td> </tr> <tr> <td>Teresa Pawlikowska</td> <td></td> </tr> </table> <p>PCO Liaison: Violetta Kijowska Wonca Europe Liaison: Marianne Samuelsona</p>			Michael Boland	Andrea Poppelier	Carlos Brotons	Konstanty Radziwiłł	Toni Dedeu	Bohumil Seifert	Tina Eriksson	Athanasios Symeonidis	Janko Kersnik	Jelle Stoffers	Witold Lukas	Igor Švab	Manfred Maier	Theo Verheij	Nigel Mathers	Carl R. Whitehouse	Tony Mathie	John Wynn-Jones	Ruut A. de Melker	Eglė Žėbienė	Rafał Nizankowski		Teresa Pawlikowska	
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Attachment no. 3
Scientific programme framework

The preliminary program of the **17th WONCA Europe Conference:**
“Family Medicine – practice, science, art”
8-11 September 2011, Warsaw, Poland

SCIENTIFIC PROGRAMME INCLUDE THE FOLLOWING WAYS OF PRESENTATION:

1. Plenary sessions

The conference will provide keynote lectures every day, on one of the conference topics: practice, science, art. All key-note speakers will manage to fascinate us with innovative, complex and uncertain topics of our time and daily practice: e.g. innovation approach to family medicine, health prevention and promotion in the GP setting, innovation technology, etc.

The following experts will delight us by a special plenary lecture:

Prof. Theo Verheij - chairman of the department of General Practice at the University Medical Center Utrecht, member of the Advisory Board of the Dutch College of General Practitioners, member of the Advisory Board of the Dutch Medical Association, member of the working group on Dutch College guidelines.

Title: European collaboration in primary care research

Prof. Nigel Mathers - professor of Primary Medical Care at the University of Sheffield, UK representative for the Council of the European General Practice Research Network, Vice-Chair Elect of the Royal College of General Practitioners.

Title: The Science of Family Medicine

Dr. Bjorn Gjelsvik – past Honorary Secretary of the Wonca Europe Region, member of the Norwegian College of General Practice and European Joint Task Force IV (Prevention of cardiovascular diseases), member of the working group on Norwegian College guidelines.

Proposed title/theme of the key-note speech will be confirmed .

Dr. Andrzej Ryś - Public health specialist, director of the Department responsible for public health at the Directorate General - Health and Consumer Protection in European Commission.

Proposed title/theme of the key-note speech will be confirmed

Dr. Mukesh Chawla- Sector Manager for Health, Nutrition and Population, Human Development Network (HDN), The World Bank. Conducts research in the field of incentives that strengthen health systems and enhance their capacity to deliver quality health services, innovations in health financing and design of health sector reforms.

Proposed title/theme of the key-note speech will be confirmed.

2. Oral presentation

Approx. 50 sessions with 300 oral presentations will be grouped by specific topics. They will show the rich area of research activities of family doctors in Europe and beyond. Abstracts on topics varying from the fields of teaching, research, daily practice, quality improvement, professional profile, healthcare economics, interdisciplinary cooperation, emergency medicine, IT, ethics and prevention for example from Europe and worldwide source are expected.

3. Workshops

Approx. 50 workshops emphasizing interaction and exchange of information between participants will be grouped by specific topics. They will provide unique opportunity of active participation and acquiring new experiences.

4. Poster presentation

Approx. 500 posters will be grouped into clinical subjects as far as this is possible. The authors will be with the posters for more detailed explanation or discussion during the time reserved for them. The poster presentations can also be visited in the breaks.

5. Special events

We look forward to the active participation of EURACT (European Academy of Teachers in GP), EQuIP (European Association for Quality in GP) EGPRN (European GP Research Network) EUROPREV (Network for Prevention and Health Promotion in GP), EURIPA (European Rural and Isolated Practitioners Association) and VdGM (Working Group for Young and Future GP).

6. Satellite symposia

The scientific program offers opportunity for several satellite symposia of 90 minutes duration each. Outside the programme, but within the context of the conference, room will be given for other organisations like Trade Unions or special interest groups to organize satellite symposia and meetings. These activities will be oriented to GPs and relevant to the general practice discipline. The satellite symposium will always take place after the scientific program.

FRAMEWORK PROGRAMME

	Thursday 8 th September	Friday 9 th September	Saturday 10 th September	Sunday 11 th September
8.30 – 10.00		Parallel sessions	Parallel sessions	Parallel sessions
10.00 – 10.20		<i>Coffee break</i>	<i>Coffee break</i>	<i>Coffee break</i>
10.20 – 11.50		Parallel sessions	Parallel sessions	Parallel sessions
11.50 – 12.10		<i>Coffee break</i>	<i>Coffee break</i>	Closing ceremony
12.10 – 13.00		Key-note speeches	Key-note speeches	
13.00 – 13.45		Lunch break	Lunch break	
13.45 – 15.15		Parallel sessions	Parallel sessions	
15.15 – 15.45		<i>Coffee break</i>	<i>Coffee break</i>	
15.45 – 17.15		Parallel sessions	Parallel sessions	
17.15 – 18.00		<i>Satellite symposia</i>	<i>Satellite symposia</i>	
18.00 – 20.00	Key-note speech	Social program	Social program	
	Opening ceremony			

Attachment no. 4
Social events

Gala Dinner in the Warsaw Royal Bath Gardens



Friday 9th of September

Belvedere Restaurant is one of the most unusual places on the culinary map of Poland. Located in the New Orangery of the Warsaw Royal Bath Gardens it draws attention not only to the elegant interiors but also to excellent menu and several hundred years old nature. We would like invite participants to the 17th Wonca Europe Conference Gala Dinner to this special restaurant, which for many years has been taking a lead among the most prestigious places of this type in Warsaw.

Social Party – open air picnic with traditional Polish cuisine



Saturday 10th of September

On the area of more than 4 km² green space - meadows and pine trees forest special grill and bonfire party will take place. Traditional Polish food delicacies and numerous additional attractions will meet the tastes of those preferring less formal ways of social integration. The open air picnic with its unique surroundings of noble mansion will contribute to making the Conference social events unforgettable experience.

Attachment no. 5
Public relations plan

	Activity	Description
Realized activities	Promotion during 14th Wonca Europe Conference in Istanbul (September 2008)	Promotional booth, distribution of leaflets, gathering addresses for newsletter subscription, presentation during closure ceremony
	Promotion during 15th Wonca Europe Conference in Basel (September 2009)	Promotional booth, distribution of leaflets, presentation during closure ceremony
	Newsletter	Gathering addresses database
	Advertising on the Internet	Wonca Europe and Wonca World websites as well as European Colleges of General Practitioners
	Honorary Patronage Committee	Sending invitations to the potential members, among others to the President of Poland, Minister of Health, and President of Warsaw
	Promotion during 19th Wonca World Conference in Cancun (May 2010)	Promotional booth and conference information centre, distribution of leaflets,
	Promotion in professional international journals	The cooperation with following journal was initiated (printing of the conference advertisement, or adding promotional inserts): <ul style="list-style-type: none"> • The European Journal of General Practice • Primary Health Care Research & Development • Scandinavian Journal of Primary Health Care • Primary Care Diabetes • The Primary Care Respiratory Journal
Planned / future activities	Promotion during 16th Wonca Europe Conference in Malaga (October 2010)	Promotional booth and conference information centre, distribution of leaflets, presentation during closure ceremony
	Promotional activities in cooperation with European Colleges of General Practitioners	Promotion on national congresses (sending leaflets), in national journals of general practice (advertisements of the conference), through Internet websites. The cooperation was initiated with: <ul style="list-style-type: none"> • Dutch College of general practitioners (NHG) • The Italian Academy of Family Physicians • Portuguese Association of GPs (APMCG) • Royal College of General Practitioners • Luxemburgish Scientific Society For General Practice • Romanian National Society of General Practice /Family Medicine • College of General Practitioners of Lithuania • German College of General Practitioners and Family Physicians • The Scandinavian Delegation of Family Physicians
	Promotional activities directed to individual GPs	Sending newsletter with updated information on the conference, invitation, advertisement, deadlines (e-mail addresses database gathered through newsletter subscription option.

	Conference website	Continuous work to develop attractiveness of the website content and making it functional for the users.
	Cooperation with Polish and Warsaw Tourism Offices	Enriching social programme of the conference, preparing broad and diverse offer of the individual excursions during the conference (half-day excursions) as well as pre – and post – conference events.