



**2-4 JULY 2021**  
**THE ROYAL COLLEGE OF PATHOLOGISTS OF AUSTRALASIA**

### OVERVIEW

As a result of ICC Sydney’s detailed scenario planning with the Royal College of Pathologists Australasia (RCPA), the team was able to rebuild Pathology Update 2021 in just 48 hours following an immediate change to health restrictions from the New South Wales Health Department.

ICC Sydney was able to work swiftly with the organiser to activate the 100% virtual plan utilising the ICC Sydney Connect Platform and in-house experience to successfully deliver the event as scheduled 2 - 4 July 2021.

This year’s event was of particular significance as pathologists play a vital role in the nation’s healthcare system and response to managing the COVID-19 pandemic and other emerging infectious diseases. The annual Pathology Update unites many of the world’s leading pathologists and scientists in delivering an interesting, informative and entertaining program for attendees. The event is known to showcase cutting edge research and industry updates across several medical disciplines through presentations from keynote speakers, workshops, breakout sessions and exhibition content and was critical to move forward for the industry and the community.

Pathology Update 2021 saw a virtual audience of 1,249 medical and health professionals as well as 180 speakers and 43 exhibitors moved from in-person to virtual appearances. Due to the digital event scenario being built into ICC Sydney’s early event planning, this seamless transition was able to take place while still delivering both the conference and exhibition elements of the event.



**Large scale conference transitioned to fully virtual in 48 hours**



**1,249 virtual delegates representing nation-wide medical and health professionals**



**180 virtual speakers**



**585 interstate & 105 international delegates**



**Online Concierge Service replaced in-person Speakers Preparation room**



**30 ICC Sydney team members on-site to run the event**

“ From the outset, we selected ICC Sydney to help us plan a ‘what if’ scenario for Pathology Update 2021. We have a multifaceted program that required expert coordination and a tried and tested innovative virtual event solution and to this end, ICC Sydney has been central to the successful delivery of our event once again. We are delighted that by taking the event to a virtual model this year, it has allowed exciting new lines of enquiry and thinking across pathology disciplines to take place. ”

Dr. Debra Graves, RCPA CEO

## VENUE SERVICES TRANSLATE TO POWERFUL POSITIVE IMPACTS FOR INDUSTRY

### Transformation to fully virtual

Having designed the event with the ability for AV operators to pivot between delivery methods, ICC Sydney was able to shift its service delivery model from on-site support through the Speakers Preparation room to a virtual support model via an online concierge service. Thanks to rigorous planning, this transformation from hybrid to 100% virtual took place in just 48 hours.

The ICC Sydney Connect digital event platform provided a seamless integration of the event experience by powering a secure portal to manage event registration, program management, sponsorship and marketing opportunities, engagement tools and insights and of course the ability to dial in a large speaker cohort.

### Providing a safe environment

Despite moving to a virtual format, a selection of ICC Sydney team members and virtual speakers were present to successfully broadcast the event. To ensure a safe delivery, the event was run according to current health restrictions under the guidance of ICC Sydney's internal COVID Safe Taskforce and ICC Sydney's EventSafe Operating Guide, based on parent company, ASM Global's worldwide Venue Shield program. The stringent health and safety measures embedded into the EventSafe Operating Guide ensured ICC Sydney was able to support Pathology Update 2021 to proceed in a COVID safe environment.

### Team work prevails

ICC Sydney's professional event planning and operational teams were dedicated to the success of Pathology Update 2021, working closely with the client to first deliver a hybrid event followed by a last minute pivot to 100% virtual. Although challenging, the ICC Sydney team remained flexible and agile to responding to the client's needs and seamlessly adapting to the evolving situation, ensuring a safe and successful event.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.

Phone +61 2 9215 7100 /// Email [sales@iccsydney.com](mailto:sales@iccsydney.com) /// [iccsydney.com](http://iccsydney.com)