



WFUMB 2019 CONGRESS

The world congress for ultrasound
Melbourne Convention and Exhibition Centre
6-9 September 2019

ASUM 2019

Final Report

WFUMB 2019

Melbourne Convention and Exhibition Centre, Melbourne, VIC

6 – 9 September 2019

Suite 501/11 Help Street, Chatswood NSW 2067 Australia

T: +61 2 9438 2078 E: asum@asum.com.au



WFUMB 2019 Overview

Following a successful bid by the Australasian Society for Ultrasound in Medicine (ASUM), WFUMB 2019 Congress was to be hosted in Melbourne. The professional conference organisation, The Association Specialists (TAS) were contracted in April 2016 to manage the WFUMB 2019 Congress in collaboration with ASUM. The event entailed the following:

- The event was held in Melbourne, VIC from the 6 – 9 September 2019
- The Melbourne Convention and Exhibition Centre was contracted as the venue
- The Pan Pacific Melbourne, Novotel Melbourne South Wharf, Crowne Plaza Melbourne, Adina Apartment Hotel Melbourne, Crowne Promenade Melbourne, and Travelodge Hotel Melbourne Southbank were contracted as the accommodation suppliers.
- There was a Welcome Reception held in the Exhibition Hall at the Melbourne Convention and Exhibition Centre
- The Faculty Dinner was held at the Old Melbourne Gaol
- The Gala Dinner was held at the Plaza Ballroom
- A trade exhibition of 41 booths represented 25 organisations

Scientific Committee

- A/Prof George Condous (Co- Convenor)
- A/Prof Fred Joshua (ASUM President)
- A/Prof Christian Nolsøe (WFUMB President, Co-Convenor)
- Lyndal MacPherson
- A/Prof Sue Campbell Westerway
- A/Prof Fabricio Costa
- Prof Odd Helge Gilja
- Dr Warren Adie
- A/Prof Stuart Moir
- Dr Sandhir Prasad
- Prof Robert Gibson
- Jane Keating
- Prof Anthony McLean
- Delwyn Nicholls
- Dr Adrian Goudie
- Dr James Rippey
- Marilyn Zelesco
- Michelle Pedretti
- Dr Lufee Wong
- Jo McCann
- Le-Anne Grimshaw
- Stephen Bird
- Dr Sheryle Rogerson
- Peter Coombs
- Prof Jon Hyett
- Dr Padma Rao
- Gerry Hill
- Dr Jason Chuen
- Dr Cristina Chammas
- Dr Andrew Ngu
- Dr Daren Gibson
- Dr Jocelyne Basseal
- Dr Darren Lockie
- Sally Bateman
- Phoenix Rolls
- Penny Kokkinos



Conference Venue

WFUMB 2019 Congress was held at the:

Melbourne Convention and Exhibition Centre 1 Convention Centre Place,
South Wharf VIC 3006 P: +61 3 9235 8000

W: www.mcec.com.au

The venue worked well ensuring there was suitable sized space for conference sessions and a large exhibition space that congregated delegates in one area during meal breaks. The venue was in a good location with easy access to a variety of accommodation options and ability to get to the offsite social functions.

Conference Statistics

Registration Statistics

ASUM Member - Sonographer Full Registration (Group Registration) - Earlybird	2
ASUM Member Medical Full Registration	43
ASUM Member Medical Full Registration - Earlybird	57
ASUM Member Medical Full Registration - Regular	15
ASUM Member Medical One Day Registration	6
ASUM Member Medical One Day Registration - Earlybird	2
ASUM Member Medical One Day Registration - Regular	4
ASUM Member Sonographer Full Registration	19
ASUM Member Sonographer Full Registration - Earlybird	102
ASUM Member Sonographer Full Registration - Regular	13
ASUM Member Sonographer One Day Registration	4
ASUM Member Sonographer One Day Registration - Earlybird	3
ASUM Member Sonographer One Day Registration - Regular	5
ASUM Member Student / Developing Country Full Registration	1
ASUM Member Student / Developing Country Full Registration - Earlybird	4
ASUM Member – Sonographer Two Day Registration	1
ASUM Non-Member - Medical Full Registration (Group Registration) - Earlybird	11



ASUM Non-Member - Sonographer Full Registration (Group Registration) - Earlybird	13
ASUM Non-Member ASUM Non-Member – Sonographer Two Day Registration - Earlybird	10
ASUM Non-Member ASUM Non-Member – Sonographer Two Day Registration - Regular	3
ASUM Non-Member Medical Full Registration	29
ASUM Non-Member Medical Full Registration - Earlybird	84
ASUM Non-Member Medical Full Registration - Regular	13
ASUM Non-Member Medical One Day Registration	15
ASUM Non-Member Medical One Day Registration - Earlybird	12
ASUM Non-Member Medical One Day Registration - Regular	4
ASUM Non-Member Sonographer Full Registration	69
ASUM Non-Member Sonographer Full Registration - Earlybird	199
ASUM Non-Member Sonographer Full Registration - Regular	32
ASUM Non-Member Sonographer One Day Registration	24
ASUM Non-Member Sonographer One Day Registration - Earlybird	13
ASUM Non-Member Sonographer One Day Registration - Regular	2
ASUM Non-Member Student / Developing Country Full Registration	22
ASUM Non-Member Student / Developing Country Full Registration - Earlybird	26
ASUM Non-Member Student / Developing Country Full Registration - Regular	10
ASUM Non-Member Student / Developing Country One Day Registration	5
ASUM Non-Member Student / Developing Country One Day Registration - Earlybird	2
ASUM Non-Member – Sonographer Two Day Registration	11
ASUM/WFUMB Councils, Committee & Staff	17
Complimentary Registration ASUM Council, Committee & Staff	2



Complimentary Registration ASUM/WFUMB Councils, Committee & Staff - Regular	3
Complimentary Registration Life Member	1
Complimentary Registration Life Member - Regular	1
Complimentary Registration Volunteer	21
Group Registration ASUM Member - Medical Full Registration (Group Registration) - Regular	1
Group Registration ASUM Non-Member - Medical Full Registration (Group Registration)	1
Group Registration ASUM Non-Member - Sonographer Full Registration (Group Registration)	3
Honorary Fellow	2
Invited Speaker - Full Registration	24
Invited Speaker - One Day Registration	62
Invited Speaker Full Registration - Regular	7
Invited Speaker One Day Registration - Regular	6
Other Honorary Fellow	3
Speaker Full Registration	88
Speaker One Day Registration	37
Sponsor Full Registration	18
Trade Registration	101
Additional Trade Registration	28
Additional Trade Registration - Day Rate	1
ASUM Council, Committee & Staff	23
TOTAL	1340

Social Functions Statistics

Welcome Reception	795
Gala Dinner	332

Accommodation Statistics

Pan Pacific Melbourne	158 room nights
Crown Promenade Melbourne	33 room nights



Adina Apartment Hotel, Northbank	75 room nights
Novotel Melbourne South Wharf	233 room nights
Crowne Plaza	93 room nights
Travelodge Hotel Melbourne Southbank	42 room nights

Demographics

Australia	948
Bangladesh	9
Belgium	1
Brazil	6
Bulgaria	3
Canada	5
China	32
Costa Rica	1
Czech Republic	1
Denmark	8
Fiji	1
France	1
Georgia	1
Germany	6
Hong Kong	10
India	3
Indonesia	1
Israel	1
Italy	4
Japan	41
Kenya	2
Latvia	3
Lithuania	1
Malaysia	2
Mongolia	1
Netherlands	3
New Zealand	84
Nigeria	1



Norway	3
Oman	3
Pakistan	2
Panama	1
Paraguay	2
Peru	1
Philippines	6
Poland	1
Reunion	2
Romania	5
Russia	1
Singapore	24
South Africa	1
South Korea	40
Sudan	1
Sweden	1
Switzerland	2
Taiwan	25
Tonga	2
Tunisia	1
Uganda	2
United Arab Emirates	1
United Kingdom	7
United States	24
Venezuela	1
Vietnam	1
TOTAL	1340

Marketing and Promotion

The following pieces of marketing material were produced by ASUM to facilitate their conference marketing plan internationally via the WFUMB channels:

- Conference branding – logo & web banner
- Key dates flyer
- International EDM's
- Updates for the WFUMB newsletter
- Travel grants for developing countries
- Abstract submission including the 'Young Investigators' award



- Tailored conference programs

Program

The program structure consisted of:

- Four days of plenary & concurrent session conferencing, including workshops and addresses from international specialists
- 259 speakers were invited
- 128 e-posters were displayed, and 65 oral abstracts were presented
- Three social functions were held throughout the program – Welcome reception, faculty dinner and gala dinner

Each day had a morning & afternoon tea break and buffet lunch held in the exhibition area. A final program book was created and handed to the delegates at registration.

Social Functions

Three social functions were held as part of the official conference program:

Welcome Reception

Date: Friday 6 September 2019

Venue: Exhibition Area, Melbourne Room 2, Melbourne Convention and Exhibition Centre

Time: 1700 – 1900 hours

Cost: Included in all Full Delegates' registration fee with additional tickets available for \$95 per person.

Faculty Dinner

Date: Friday 6 September 2019

Venue: Old Melbourne Gaol

Time: 1830 - 2230 hours

Cost: Invite Only

Gala Dinner

Date: Saturday 7 September 2019

Venue: Plaza Ballroom, 191 Collins Street, Melbourne

Time: 1900 - 2330 hours

Cost: Full Registration (Medical/Sonographer) - \$100 per person

Full Registration (Student/Developing Country) - \$60 per person

Day Registration - \$165 per person

Partner Tickets - \$165 per person

Financials

The Profit and Loss reflects an operating profit of AU\$123,040.11 before the Melbourne Convention Bureau assistance as at 30th January 2020.



Sponsorship & Exhibition

Securing sponsors and exhibitors was managed by ASUM with TAS looking after the execution of entitlements.

The exhibition was open for the full conference and became a hub for delegates. All catering stations were in the trade exhibition area, including the Welcome Reception. The exhibition was open at the following times:

Below is the list of exhibiting organisations:

Platinum Sponsor	GE Healthcare
Platinum Sponsor	Philips Healthcare Australia
Gold Sponsor	Canon Medical ANZ Pty Ltd (in program as Canon Medical)
Bronze Sponsor	Mindray
Supporter	FUJIFILM SonoSite
Supporter	Clarius Mobile Health
Supporter	Forme Medical
Supporter	CIVCO Medical Solutions
Supporter	Tristel
Supporter	AmCad BioMed Corporation
Supporter	Whiteley Medical
Supporter	GAMA Healthcare
Supporter	Paragon Care
Supporter	Chison Medical Technologies
Supporter	Actelion Pharmaceuticals
Supporter	Integral Diagnostics
Supporter	MEDO.AI
Supporter	Mediquip
Supporter	Hitachi Medical Systems Pty Ltd (in program book Hitachi, Ltd)
Supporter	Siemens Healthcare Pty Ltd
Supporter	Nanosonics
Supporter	Germitec
Supporter	Point of Care Ultrasound Certification Academy (inteleos)
Supporter	Ultrasound in Medicine and Biology
Supporter	WFUMB



Feedback

An online survey was distributed after the conference to all registered attendees, including sponsors and exhibitors and speakers via the ASUM Survey Monkey account. The survey was made up of 25 questions on the venue, program, speakers and organisation of the conference. A total of 96 attendees responded full results are available in the appendix. Some of the collated feedback is below:

- 65% of attendees would very likely recommend WFUMB/ASUM to a colleague
- 73% of attendees rated the Gala dinner as excellent
- 65% of attendees rated the variety of sessions as excellent
- 84% of attendees agreed that the equipment used in workshops and on display in the exhibition area increased their awareness of the range of equipment available

The most positive comments about the conference included: quality of speakers and topics covered, communication and well organised.

Overall, delegate feedback was positive and encouraging.

Recommendation;

Suggestions for improvement included;

- Record more of the presentations
- Reduce the amount of days as 4 days is too long (ASUM conference normally 3 days)
- More hands on/workshop sessions
- conference academic materials provided for further study or review
- Reduce registration fees
- Ensuring not too many speakers are talking about the same topic within a discipline- e.g. too many talks on adhesive capsulitis within msk lectures