



The future of conferences is here

Australian Orthopaedic Association
30 October 2020

Agile, dynamic and technology-led conferences look to be the future as the Australian Orthopaedic Association held its first Australia-wide virtual and in-person annual scientific meeting recently. The hybrid event combined new technology in a traditional in-person conference setting, one of Australia's first since COVID-19.

The Australian Orthopaedic Association (AOA) annual scientific meeting theme of 'Standing Tall and Stepping Forward' saw over 1,000 attendees from the Australian orthopaedic community either attend in-person or via a livestreaming service.

AOA President, Dr Michael Gillespie said, "I am proud that our relatively small not-for-profit member association had the courage and vision to deliver our annual conference in a way that still ensured valuable education and networking opportunities for our members that in turn benefits the entire Australian community.

"In this year of disruption, we were determined to go ahead with our annual meeting, but to do so we needed to think outside the box. Members were given the option of either joining the meeting in-person (in most Australian capital cities) or remotely through a purpose built AOA digital platform.

"The format included rotating sessions hosted throughout the country, as well as international presentations from leading orthopaedic surgeons." Dr Gillespie said.

The conference event celebrated science, innovation and the role of orthopaedic surgeons in advocacy and community engagement, especially important in light of the delayed surgical needs of the COVID effect.

The success of the conference event coincided with the launch of the "It's got to be Sydney" campaign backed by NSW Government and the tourism industry, and led by BESydney. The campaign has a critical role to play in boosting the business events sector, which is facing a forecast \$36 billion wiped from the national economy in direct expenditure alone due to COVID-19.

BESydney CEO Lyn Lewis-Smith said: "This campaign is filled with optimism for a new COVIDSafe future, where our expert Australian business events industry is once-again delivering safe ways for business gatherings to get people making real connections off Zoom and face to face."

"The message for our members and for the greater business community in Australia, is don't social isolate any more than you have to. The future of conferences is robust and allows people to choose a format that works for them and their individual circumstances," added Dr Gillespie.

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MEDIA RELEASE



About the Australian Orthopaedic Association

The Australian Orthopaedic Association (AOA) is the peak professional body for orthopaedic surgeons in Australia. AOA provides high quality specialist education, training and continuing professional development. AOA is committed to ensuring the highest possible standard of orthopaedic care and is the leading authority in the provision of orthopaedic information to the community. AOA actively supports scientific research and orthopaedic humanitarian initiatives in Australia and overseas.