

m&i Healthcare Europe 2023

m&i



m&i Healthcare, The Hague 2023

6-8 jun | netherlands

what can you expect from this Forum?

Thinking of joining us for m&i Healthcare Europe 2023? You're in for a great experience! Not only will this year's event be taking place in one of The Netherlands' major cities, The Hague, but there's an exciting line-up of high-quality 1-2-1 meetings, interactive learning experiences, keynote speeches and peer-to-peer discussion over the course of two healthcare-packed days.

All attending suppliers at this event are pre-qualified and fully verified by our partner, Healthcare Venues. To qualify for attendance, each supplier must complete specialist training - it's just one of the ways we're ensuring you meet only the highest quality properties and services.

meeting and accommodation venue:

- The World Forum
- The Hague Marriott Hotel
- Leonardo Royal Hotel Den Haag Promenade

[learn more](#)

25

meetings

120

supplier
tables

130

healthcare
buyers



the programme



the hague is perfect for healthcare events

Small but mighty, The Hague is the Netherlands' governmental home as well as one of the world's only major cities with the coast right on its doorstep. The city has 5 convention centres, close proximity to two international airports, and already houses some big global medical companies.



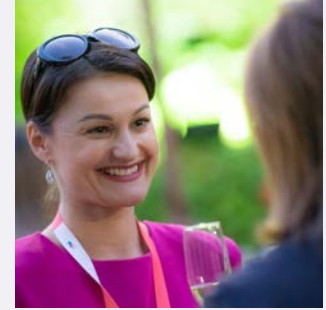
1-2-1 meetings with healthcare-relevant suppliers

All attending suppliers at this event are pre-qualified and fully verified by our partner, Healthcare Venues. To qualify for attendance, each supplier must complete specialist training - it's just one of the ways we're ensuring you meet only the highest quality properties and services.



learn from industry leaders

Led by a team of professional workshop facilitators, our education programme aims to challenge, educate and provide interactive environments that encourage attendees to debate and learn with their peers. You'll attend multiple interactive educational sessions, peer-to-peer workshops and a keynote address that will increase your knowledge of the industry and discuss what the future of healthcare looks like for event planners.



connect outside the meeting room

We believe that networking outside of the meeting room is as important as the meetings themselves. Therefore, we've built more time into the programme for you to meet and forge those all-important relationships within the healthcare sector community.

find out more in our article

[take me there](#)

meet our previous buyers



Over the past 5 years m&i Healthcare Forums have brought together the great and the good from across the industry whether it be from large healthcare companies like Lundbeck, Bayer, Janssen & GSK, specialist healthcare agencies from across Europe, medical societies, healthcare professionals & patients.

Andrew Winterburn
Director - 3SIXTY° Event Consulting



who will you meet?



"The best m&i event! The healthcare training beforehand allowed me to better understand the buyer's needs in this specific sector. Overall, a great opportunity to network with buyers in under 48 hours. This is a must to attend for any exhibitor looking to connect in the healthcare events industry."

Karolina Farkas,
Deputy Cabinet Head, CEO Cabinet at
Hungarian Tourism Agency

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hear from our partners

Ashfield Event Experiences have partnered with the m&i Healthcare Forums for the past five years. Our senior management have contributed to the workshop content and have been panellists on the supplier question time. Members of our team have also attended as delegates, benefitting from the mix of 1-2-1 meetings and educational sessions providing them with lots to take back and implement with their clients.

Andrew Moore

**Client Partnership Director -
Ashfield Event Experiences**





where are we taking you?

Our host destination for m&i Healthcare 2023 is not one to be sniffed at. Dubbed the International City of Peace and Justice and home to 64 MICE-ready venues, it's no wonder buyers are looking to The Hague, Netherlands.

Read more about The Hague in our [blog](#).

the hague at a glance

- Average hotel room cost - **EUR 99**
- Average meal cost - **EUR 30**
- Largest hotel - **306 rooms**
- Convention center space - **150,000 sq. m**
- Largest convention room - **2,161 sq. ft**

where are we taking you?





educational experiences with a real impact.

This year we'll be bringing together healthcare experts to discuss **"Healthcare Events: Creating Educational Experiences with a Real Impact"**, we'll focus on topics around optimising meeting design, extending the reach of educational content, how corporates are looking at ESG strategy and how meeting management strategies are changing. 2023 will also see the inaugural **"Future Talent Summit"** involving a group of talented individuals making an impact in their business across all areas of the healthcare ecosystem.

Andrew Winterburn
Director - 3SIXTY° Event Consulting



educational sessions – what you'll learn



the future talent summit

tuesday june 6 - 11:00 to 14:00

A coming together of the most impactful minds in the healthcare events ecosystem. Expect a range of hot topics to be debated and for the status quo to be challenged. Best practice guidelines will be outlined and shared with attendees following the talk.



the supplier question time

tuesday june 6 - 15:30 to 16:30

An interactive session led by Simon Beard where suppliers can ask questions to a panel of healthcare event experts.



opening keynote

tuesday june 6 - 17:00 to 18:00

A fast-paced session bringing together the keynote speaker and a group of industry experts. Discussion will be focussed on how we can create impactful educational experiences and the key influences affecting the future of healthcare meetings for stakeholders.



workshop topics

wednesday june 7 - 11:30 to 13:00

Collaborative optional workshops for suppliers and buyers designed to meet the healthcare ecosystem's specific needs. Topics will range from the best practice in delivering different meeting types across the life cycle of a drug to the key influences on healthcare companies' decisions when considering ESG for their events.

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hear from our programme curator

The education themes have been built around **"The Future of Healthcare Events"**, bringing together experts to share best practices with a focus on the trends and challenges that are facing the industry.

The m&i Healthcare educational programme aims to recognise the complex framework of certain highly regulated healthcare events and, more importantly, the needs of the HCP in designing Omni-channel events that engage and educate the audience.

Andrew Winterburn,
Director - 3Sixty° Event Consulting





the hague FAM trip **8-10 june**

Push your Forum beyond Healthcare.

why attend the hague FAM trip?



experience even more MICE-ready venues

Boost your site visits with more state-of-the-art venues in the city perfect for wider meetings and events outside of the healthcare sector.



enjoy the city's cultural delights

From a culinary tour and chocolate workshop to a gallery visit and museum tour, we'll take you through the city's history and show you how it's shaped it into the international meeting point it is today.



experience its green activities

Discover the low-carbon activities on offer through our curated programme – enjoy a bike tour, a surf lesson and a boat trip while bonding with your fellow buyers.

immerse yourself in the hague



2023 is the year we mean business.

confirm your space and register today.

Get in touch

infobuyers@mi-forums.com

[learn more](#)

