



Interview

with Enzo Bondioni

WORLD HEART FEDERATION | World Congress of Cardiology
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Enzo Bondioni
Senior Director of Operations & Congress
World Heart Federation (WHF)

The World Heart Federation has been working with MCI for over 4 years for the organisation of its bi-annual World Cardiology Congress. Enzo Bondioni, Senior Director of Operations & Congress talks to us about his successful relationship with MCI.

MCI: Why did you decide to use a PCO for your congresses?

Enzo Bondioni: We have a limited staff for our congresses and we therefore cannot absorb the whole work. So, the best option for us was to involve a PCO in the organisation of our congress.

MCI: Can you outline the success of the WHF congress model?

E.B.: Faculty, delegates and industry were enchanted by our last congress in Dubai, UAE. If all components are happy it means the congress is a success.

MCI: What was your first impression of MCI?

E.B.: I knew MCI by reputation before they won the bid. The fact that MCI has offices all over the world and the closeness of the Geneva office, where we are based, makes

it an advantage for us. We have a close relationship with our dedicated MCI team.

MCI: You have been working with MCI on the PCO side for over 4 years now (2 congresses). What has changed for you since the start of your collaboration with MCI?

E.B.: We know each other better and better. The MCI and WHF teams make one team. It is not MCI, it is our team.

MCI: How would you rate your overall collaboration with your dedicated MCI team?

E.B.: 8 out of 10. There is always room for discussion. I am never facing a wall.

MCI: What in your opinion is the key attribute for a long-term collaboration?

E.B.: Trust and listening to each other. If we don't listen to each other it doesn't work.

MCI: How would you describe your current relationship with MCI?

E.B.: Excellent.

MCI: What is your impression of MCI today?

E.B.: Very professional. Whatever I ask, I get the opportunity to discuss openly with MCI. I never get a closed door.

MCI: What is your most memorable moment working with MCI?

E.B.: The staff dinner after each congress! I enjoy working with MCI. They are a fun team to work with.

MCI: In 3 words, how would you qualify your partnership with MCI?

E.B.: Trust, productive and successful. ■

Insider's view

MCI: What are your main responsibilities for the WHF Congress?

Heather Sheppard: We manage all the abstract submissions, registrations and hotel reservations, tours and excursions, social events, negotiations and contracting with major suppliers (including the congress centre, audio visual suppliers, exhibition service providers, telecommunications and IT connectivity, printers etc), as well as logistics for the exhibition and scientific sessions.

MCI: What was your first impression of WHF?

H. S.: An association with clear objectives and direction with a high regard for quality in all their activities.

MCI: How do you think you contribute to developing the WHF congress in the world?

H. S.: We add a level of consistency and ensure that learning is not lost from one congress to the next, as can happen when a different PCO is selected for each congress. This allows for innovations to be included in the congress, such as the on-line programme and itinerary planner (through B-Com) which was developed and piloted for WCC 2012 in Dubai.

MCI: What do you think are the key elements for a successful relationship?

H. S.: Open-mindedness, dialogue, listening and certainly a bit of humour!

MCI: What is your most memorable moment with WHF?

H. S.: Sharing an informal celebratory dinner at the end of the congress – a chance to relax with the larger WHF and MCI teams.

MCI: What motivates you in your everyday work?

H. S.: Finding solutions and meeting challenges.

MCI: What do you like the most in your job?

H. S.: The variety – I work with different clients, venues, suppliers and colleagues all the time. There are never two hours the same in one day! ■



Heather Sheppard,
Project Manager,
MCI Geneva Office