

Trip to Wonca World Conference 2004

- Orlando, Florida, USA, (13-17 Oct 04)

By Dr Tan See Leng, FCFP, Chairman of Wonca 2007 HOC

Introduction

The WONCA World Conference 2004 was held in Orange County Convention Centre, Orlando, Florida, USA, 13-17 Oct '04. This was also held in conjunction with the American Academy of Family Physicians (AAFP) Annual Scientific Meeting. The conferences were well attended. There were 5,000 delegates from the AAFP & 1,800 delegates from all over the world who attended the WONCA World Conference 2004, making the event one of the largest medical conferences ever staged.

Singapore Delegation

A delegation comprising 12 persons was sent to the 2004 WONCA World Conference, of which 10 were members of the WONCA 2007 World Conference Host Organising Committee.

The members of the team were:

- Dr Tan See Leng (Chairman & team-leader)
- Dr Matthew Ng (Honorary Secretary)
- Dr Wong Weng Hong (Honorary Treasurer)
- Dr Chng Woei (Social & Cultural Chairwoman)
- Dr Lucienne Tan Yu Sing (Social & Cultural Chairwoman)
- Dr Lim Fong Seng (Scientific Vice-Chairman)
- Dr Tay Ee Guan (Scientific Vice-Chairman)
- Dr Tan Sze Wee (IT Resources Chairman)
- Dr Wong Chiang Yin (Member)
- Dr Chan Boon Kheng (Member)

Ms Tay Mei Lin, Senior Conference Organizer from Pacific World, the appointed 2007 WONCA World Conference Organizer, came along to be familiarized with how the conference was organized while Ms Emily Lim from the College of Family Physicians, Singapore, came to assist & understudy her.

The College was able to send the delegation to Orlando because of the generous sponsorship from Pfizer, GSK, MSD and Novartis thus covering more than 80% of the travel and accommodation expenses for the conference. The College ended up spending less than S\$10,000 from its funds & managed to gain tremendous amount of positive publicity on the upcoming 18th World Conference to be held here in S'pore

Objectives

The delegation had the following objectives:

- 1) To learn how to organize the WONCA World Conference 2007 in S'pore especially with regards to the scientific programmes for the WONCA World Conference
- 2) To market & promote awareness of the WONCA 2007 meeting in S'pore.
- 3) To solicit for sponsors and exhibitors for the WONCA 2007 conference

Publicity & Marketing Efforts

Our team attended different plenaries, lectures & symposiums, handing out flyers & door gifts to the delegates at the conference. In addition, the team also manned the exhibition booth & handed out numerous S'pore Tourism Board's fact book about S'pore. In general, a lot of interest has been generated for the conference in S'pore in 2007.

We also decided to offer a discount voucher to sell to potential delegates of our conference. We have met with measured success in our efforts to raise some funds to contribute toward our marketing drive & managed to sign up some more than 20 delegates from the US, UK & Europe and raise more than S\$20,000 which will help to fund our future promotional drives.

Visiting Exhibitors

The delegation members took turns to visit the potential exhibitors with a view to

solicit for sponsors and exhibitors for the WONCA 2007 World Conference in Singapore. 11 companies have expressed interest in the exhibition of WONCA 2007. Details of the contact persons of the potential exhibitors were elicited. Follow-up action with the relevant exhibitors will be made later.



Presentation by Dr Tan See Leng, Chairman of Wonca HOC 2007

Presentation by Chairman

Dr Tan See Leng, Chairman, gave a slide presentation followed by a short 7-mins video feature on S'pore (*courtesy of Discovery Channel's Lonely Planet*) was very well received by both the Wonca World Council (*presented on the 11 Oct*) & the Wonca World Conference delegates (*presented on the 15 Oct*). A total of some more than 600 delegates watched the presentation live in Orlando during lectures & an undisclosed greater number watched the unabridged version lasting more than 40 minutes at our exhibition booth.

The members attending the conference also formed an esprit de corp never achieved & brought the morale of the team to a new high, ready to take on the drive to make our conference the most successful ever in the history of Wonca. In the coming months ahead, the team will set down to tackle the more pressing issues of funding raising, calls for abstracts, posters and lectures, marketing the conference as well as creating new ideas to beef up the conference so that the attendance, program content and flow of the conference will be one etched in the memories of those who attended forever.



The Exhibition booth