

Case Study: Biomag 2014

AUGUST 24-28, 2014

Showcasing Local Expertise on the World Stage

Biomag 2014 is the world's premier conference on biomagnetism - neuroscience and mapping of the brain - that connects local researchers, clinicians, and industry colleagues with their global counterparts to share the latest innovations and foster collaboration. This was the first time the conference was hosted in Atlantic Canada.



5

Day Conference



31

Countries



33

Speakers



520

Attendees

Why Nova Scotia?

Leading Canadian neuroscientist Dr. Ryan D'arcy championed Halifax as a host city for Biomag because of the local leading edge research and technology that has advanced the biomagnetism field. He worked with the local research community, including the leads from the Biomedical Translational Imaging Centre (BIOTIC), Dr. Steven Beyea and Denise Lanne, to form the planning committee and to market Nova Scotia to the world.

Biomag 2014 gave local experts an opportunity to showcase Nova Scotia's very best in neuroscience. It gave international companies exposure to the potential for investment and commercial activities and put Nova Scotia's experts on the world stage. Most of all, it helped build connections that will last far beyond the conference itself.

“Nova Scotia is contributing to healthcare advancements through groundbreaking research and development with diagnostic imaging technologies. Our experts were thrilled to showcase their talent to the world.”

Dr. Steven Beyea
BioMag 2014 Co-Chair



Dr. Steven Beyea, shows his son what it is like to have a MEG Scan in the IWK's BIOTIC lab, where they are conducting leading-edge work in brain mapping.

Where it all comes together

We think Halifax is one of the best host cities in the world, and we wanted their delegates to experience that first hand. Our convention centre team worked closely with the Biomag committee to ensure every box on their to-do list was checked.

We joined their planning committee meetings and shared what we've learned about hosting world-class conferences.



We even helped them develop a fun, engaging social program that helped show what makes Halifax unique and how easy it is to build memorable connections here.

We also collaborated with their marketing committee on media relations, content development and social media support to make help build excitement in the local community.

- **A fresh perspective.** The committee saw Halifax as the perfect setting to refresh their conference approach by making it inclusive of all areas of the biomagnetism field. This made Biomag 2014 a more well rounded and collaborative event.
- **Leading edge technology at work.** Delegates had an opportunity to see first-hand how brain-imaging technology is being used to impact patient care.
- **Extraordinary connections.** Our team helped connect the committee with potential government and sector partners and recommended a local event planner that managed the event logistics and provided on-site support.
- **At the centre of it all.** Up to 150 students participated in Biomag, giving them an opportunity to present their research to some of the leading experts in the field, connect with fellow students and share their work.

>> **Contact our team to learn more about bringing your conference to Nova Scotia.**

“ We were very proud to host BIOMAG 2014 and help showcase the amazing work of our local biomedical community to the world. Meeting in Nova Scotia gave participants a fresh perspective and an opportunity to build connections they couldn't have made anywhere else.



Dawn Baldwin
Director of Sales
Halifax Convention Centre