

Case Study:

2016 Schizophrenia Society of Canada:

Breaking down the divide between patient and physician

MAY 6-7, 2016

A Fresh Perspective

The Schizophrenia Society of Canada aims to improve the quality of life for those affected by schizophrenia and psychosis through education, support programs, public policy and research. The two-day national conference brings clinicians and community together to better understand the condition and discuss treatment options. This was the first time the national conference had been hosted in Nova Scotia since 1995.



170
DELEGATES



\$8,000
PROFIT TO BENEFIT LOCAL COMMUNITY



20
EXHIBITS

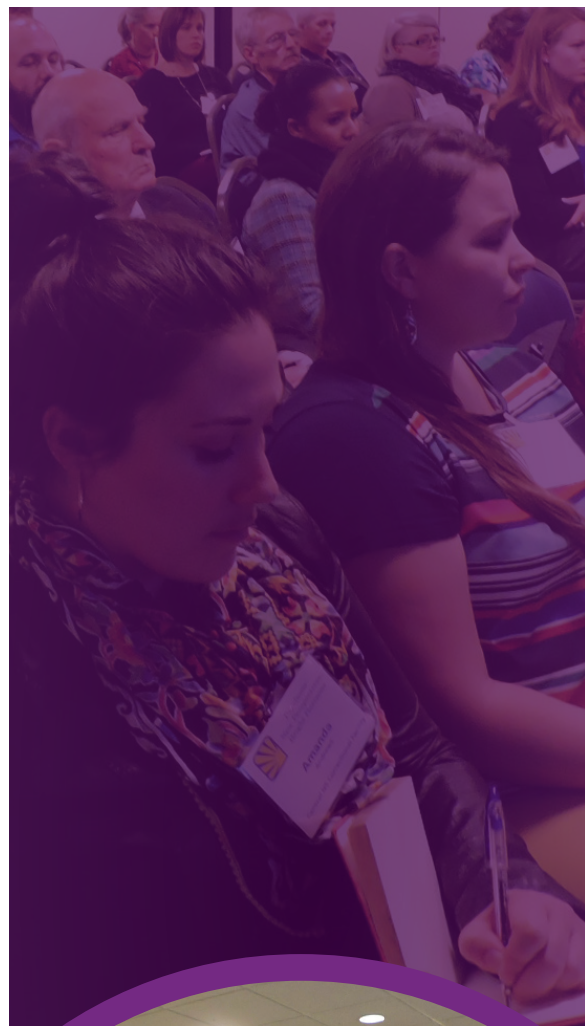


\$147,000+
IN DIRECT EXPENDITURES

Why Nova Scotia?

It's been over 20 years since the Schizophrenia Society of Canada hosted their conference in Nova Scotia. The local chapter was eager to host the conference in Halifax because it gave them the opportunity to make a great impression and develop a stronger profile within the schizophrenia community.

Hosting the Schizophrenia Society of Canada conference in Atlantic Canada's premier venue, with a dedicated event manager onsite, made it easy to alleviate some of the pressure of the small details related to event planning, and allowed the client to focus their efforts on what they wanted the conference to achieve. The local Schizophrenia Society of Nova Scotia wanted the 2016 national conference to be more inclusive than those hosted in the past, which typically were focused only on clinicians' needs and educational accreditation. This time, they brought physicians and the local community together. By merging the clinical side of the conference with a local community perspective, the event provided both parties a unique chance to learn from one another and share their experiences with mental illness in a way that hadn't been done before.



“ It was a pleasure to work with the Schizophrenia Society of Nova Scotia to help them bring their national conference to Nova Scotia for the first time. Meeting in Halifax gave the medical and local community a fresh outlook on mental illness and schizophrenia in our province, a key issue that our government leaders are currently focused on.

Valerie Corkum
Sales Manager



Where it all comes together

A great partner

With an internationally recognized expert speaking on the effects of nutrition on individuals affected by mental health issues, it was important to incorporate healthy meal options into the conference menu. For example, the convention centre team was proactive in putting together a fruit-focused dessert selection that was tasty, healthy and in-line with the research being presented.

Extraordinary connections

Bringing the clinicians and community together to connect at the same conference was a first for the Schizophrenia Society of Canada. Typically, these two groups don't intersect outside of the clinician's office. Providing the opportunity for both groups to join together through the conference successfully broke down the divide between patient and physician, allowing them to intermingle in a way that hadn't been possible before.

Community collaboration

Both the clinicians and community saw value in collaborating and bringing more awareness to schizophrenia and mental illness. The uniquely arranged sessions were open to both clinicians and community members, offering a diverse set of learning opportunities. Clinical talks about the latest research and treatment options were mixed with legal panels and presentations from local Halifax performance artists, such as the Park Bench Players, a theater group who shared their experiences with mental illness in a dramatic and captivating way.



Unique opportunities

Choosing to forego the traditional physician continuing education accreditation, typical of medical conferences, allowed the Schizophrenia Society of Canada to secure corporate sponsors. Corporate sponsorship brought in additional funding for the conference, and allowed more members from other provinces to attend. Securing a number of corporate sponsors also allowed the conference to make a profit - something unheard of for this association. Profits made were reinvested into the local community.

Learn more about working with our team to bring your conference to Nova Scotia. >>