

Case Study: 2016 Trauma Association of Canada Annual Scientific Meeting & Conference

MAY 6-7, 2016

Connecting the conversations

The Trauma Association of Canada is the only national interdisciplinary association focused solely on the care of injured patients, and is committed to reducing the incidence and relieving the burden of injury. For two days in May, the Trauma Association of Canada held their annual scientific meeting and conference, educationally co-sponsored with Dalhousie University, to deliver a diverse education program on trauma and emergency patient care and injury prevention. Best practices and the latest research evidence were presented from a multi-disciplinary perspective.



8+

COUNTRIES



300+

DELEGATES



2

DAYS



\$250,000+

IN DIRECT EXPENDITURES

Why Nova Scotia?

The Trauma Association of Canada follows a rotational pattern that takes them across the country's different regions. While this includes all of Eastern Canada, Halifax is the only city in Atlantic Canada to host the annual conference. The city boasts many strengths that make it an attractive conference hosting destination, setting it apart from other locations. With world-class facilities and staff, the best flight connections through an award-winning airport, and one of the largest concentrations of university-affiliated healthcare facilities in Canada, Halifax was the perfect fit.

In fact, the Trauma Association of Canada rated Halifax among one of the most enjoyable destinations to host their conference. Delegates were thrilled to connect with other professionals in their field, collaborating on hot topics concerning trauma care and the latest research. Conference attendees were also invited to savour maritime treats, like donairs and fish and chips, as part of the "Lobster Trap" welcome reception.

“If I looked like I might need something, your team was already offering. It was very attentive service.

Kate Mahon,
Executive Director,
Trauma Association of Canada



“ We’re thrilled to welcome back the Trauma Association of Canada for Trauma 2020, as we continue to connect and share our local expertise with health professionals from across the country and beyond.

Nicole Grimm
Sales Manager



Where it all comes together

We have a great team, and our clients certainly take notice. We were able to help our client pull off an action-packed event that included a multi-faceted conference agenda and exhibition. Part of the exhibit involved coordinating logistical requirements to bring in a 32 foot-long Emergency Health Services (EHS) Mobile Simulation vehicle, something unique to the conference.

For our staff, every detail matters and we take great pride working with our clients to deliver a smooth conference experience that leaves them feeling supported and satisfied. The Trauma Association of Canada was so impressed with their event's success in Halifax that they are already planning to come back for Trauma 2020.



- **Operational Excellence.**
Our sales and event management teams went above and beyond to ensure Trauma 2016 was a success. Anticipating event organizer Kate Mahon's needs before she even thought to ask was one of the things that made working with our staff such a delight.
- **True Partnerships.**
Halifax has proven to be one of the most profitable cities for the Trauma Association of Canada to host its conference. Local support from the many health care industry sponsors and exhibitors made selecting Halifax a smart and easy choice for board members and conference organizers.
- **At the Centre of it All.**
Being located in the heart of Halifax's downtown core meant that delegates could easily find their way to and from the convention, enjoying all that our walkable city has to offer, including easy access to hotels, restaurants and our unique East Coast sites and shops.
- **Unique Opportunities.**
Delegates had an opportunity to check out the EHS Mobile Simulation vehicle, which acts as a mobile training platform providing opportunity for healthcare providers across Nova Scotia to practice their emergency skills in a simulated but realistic clinical situation.

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