

CASE STUDY

19 - 20 SEPTEMBER 2020

HEALTHCERT EDUCATION

OVERVIEW

HealthCert Education is Australia's leading provider of university quality-assured and CPD-accredited education for medical professionals. Aiming to improve patient outcomes through dedicated primary care education, the organisation delivers foundation to advanced online certificate courses and practical workshops in collaboration with renowned universities and industry experts.

In September 2020, the HealthCert Education event was the first entirely in person conference to be delivered at ICC Sydney since COVID-19 restrictions on gatherings came into effect. Operating with a COVID safe plan in place, over 125 doctors attended the HealthCert Education certificate courses presented in person. The scientific program covered skin cancer, surgery and aesthetic medicine at ICC Sydney. The event featured practical workshops that involved hands-on learning, helping doctors gain new skills and improve outcomes for their patients.

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HealthCert Education certificate courses for GPs feature highly practical workshops with hands-on skills practice so we certainly didn't want to lose that crucial engaging aspect with our delegates this year; however, we were faced with the challenge that the COVID pandemic presented.

ICC Sydney provided us with a safe solution to proceed with the delivery of our education through their rigorous, informed and professional COVID safe measures and services. We were very well supported through the various teams at ICC Sydney - from the event planning, culinary, audio visual and communications team as they were with us every step of the way to help guide us through planning an event at the venue in the new normal conditions.

Our education team and delegates were thoroughly impressed with the safety provisions and quality of the event delivery. We couldn't be more pleased with our experience with ICC Sydney for the HealthCert Education certificate courses and we look forward to collaborating on the upcoming events in our calendar.”

Paul Elmslie, Founder & CEO, HealthCert Education



127 in person medical registrants were onsite at the event



4 meeting rooms booked for interactive, educational scientific sessions



Level 4 Foyer used for trade exhibition



5 invited speakers and an additional x 4 surgical assistants - helping doctors with their hands on practical



A total of 18 ICC Sydney team members delivered the event including floor managers, culinary team members; event manager from the Events team, audio visual crew on the day as well as business development, marketing, PR and communications support team members.

SERVICES

The HealthCert Education event utilised four meeting rooms within ICC Sydney's Convention Centre and included space for a trade exhibition in the foyer area overlooking the waterfront of Darling Harbour on level 4.

With established 'EventSafe' operating protocols in place, ICC Sydney supported the HealthCert Education event to proceed in a COVID safe environment whilst meeting the current NSW Government cap of attendee numbers being under 150 per event.

The ICC Sydney EventSafe Operating Framework is a set of operating principles that overlay the safe delivery of all events in an environment transformed by the Coronavirus (COVID-19). ICC Sydney is a registered COVID safe business having registered a COVID safe plan with NSW Government.

From the pre-arrival preparations, through to the onsite delivery of the event including the increased hygiene measures set up throughout, the ICC Sydney team ensured the attendees could meet with peace of mind knowing that the upmost safety measures were rigorously planned and in place.

The event arrival process presented the attendees with a system set up for record keeping including QR code for scanning to support contact tracing if required, automatic people counting upon entry into the building, hand sanitiser stations, contactless solutions for payments and clear advisory and wayfinding signage set up to assist event attendees to their event space, thus reducing dwell time in common spaces.

Each meeting room was set up to accommodate physical distancing of one person per each four square metres and allow for seating to be set 1.5 metres apart. The larger size of the meeting rooms allowed for ample spacing between attendees. The AV equipment was cleaned before, during and after equipped was handled in the session rooms between presenters. All common touchpoints were cleaned at increased intervals throughout the two day event.

An EventSafe culinary food service was presented for morning tea, lunch and afternoon tea with a single sided service decreasing shared touchpoints when handling food and beverages. Acrylic screens prevented unnecessary contact with the service and all culinary event service team members wore gloves.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.

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