

FUTURE SURGERY

A DYNAMIC NEW EVENT MAPPING THE FUTURE OF SURGERY

“ *This conference will be the first of its kind in the UK, drawing on the work our Commission on the Future of Surgery has done to predict the transformation in medical care for millions of patients.*

Driven by changes in digital technologies and our fast evolving understanding of genomics, innovations are expected to affect how we undertake surgery, and how we train surgeons in future.

Against that backdrop, the RCS firmly believes that now is the right time for the Future Surgery conference and exhibition as a gathering point for the profession. Alongside the conference organisers, CloserStill, we aim to deliver a high-quality event that will provide both professional development and discussion space for surgeons and their teams.

We look forward to welcoming colleagues to what promises to be a very high quality programme and an exciting two days of thought-provoking training and engagement with medical suppliers.

**Andrew Reed, Chief Executive of the
Royal College of Surgeons of England**

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FUTURE SURGERY

in partnership with



Royal College
of Surgeons
of England

**11-12 November 2020
ExCeL London**

FUTURESURGERYSHOW.COM

ORGANISED BY:

CloserStill

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Future Surgery 2020 is a major new event specifically designed to meet the training needs, promote networking and develop a stronger voice for all surgical professionals and their multidisciplinary teams in perioperative care.

For suppliers it offers a direct route to senior surgeons and their teams – the very professionals responsible for deciding which products and services are used in their operating theatres.

At the heart of this two-day event is an educational programme including workshop-style learning of the highest quality, programmed by an advisory board of clinical leaders from across the sector and chaired by The Royal College of Surgeons of England (RCS).

Supporting this will be a vibrant exhibition floor with multiple learning activities delivered by sponsors and suppliers.

On the first evening of the event, and in partnership with the RCS, the UK's first awards programme for surgical teams will take place.

For exhibitors and sponsors a large and influential delegate audience is guaranteed.

Contact me to discuss exhibiting and sponsorship opportunities.

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A POWERFUL PARTNERSHIP

Future Surgery 2020 is a partnership between The Royal College of Surgeons of England and multi-award winning conference organiser CloserStill Media.

The RCS' mission is to enable surgeons to achieve and maintain the highest standards of surgical practice and patient care.

CloserStill Media's mission is to offer high-quality CPD qualifying events for the betterment of healthcare professionals.

This partnership creates an exciting and unique learning platform for surgeons and their teams that no supplier should miss.

Expert speakers will offer practical, interactive presentations to help delegates transfer the latest practices from the auditorium to the surgical theatre, clinic room to ward.

Importantly, our learning programme is carefully scheduled to ensure constant footfall in the exhibition hall, so sponsors and exhibitors have two full days of access to the UK's most influential surgeons and their multidisciplinary team members.

BRING
EVERYONE
TOGETHER,
AND
GREAT
THINGS
HAPPEN



Who will attend?

Clinical staff from multi-disciplinary teams in the NHS and private hospitals including:

- Consultant surgeons, associate specialist surgeons, specialty/staff grade/career grade surgeons, specialist surgical registrars, core training doctors (CT1 and CT2) and foundation doctors (F1 and F2).
- Consultant anaesthetists, anaesthesia associates, surgical care practitioners, advance nurse practitioners, operating room nurses, operating room nurse managers, operating department practitioners, theatre healthcare assistants and registrars.
- Non-surgical staff including information governance, finance specialists, purchasing teams, hospital management
- Regulators, hospital suppliers, architects, consultants
- Independent and hospital charities

For the first time we will bring the total purchasing chain together:

- Surgeons
- OT support staff
- Purchasing teams
- Lenders
- Independent and hospital charities

Both purchasing teams and charities will have their own dedicated educational stream, networking lounge and supplier lunch.

TECHNOLOGY WITH INSIGHT

There hasn't been anything like Future Surgery 2020 before.

All surgical specialties, all roles and every member of the theatre team will come together to discuss and debate the most important issues facing the UK surgical market.

The event will be supported with an extensive, accredited speaker programme that will bring surgeons and their teams together with the latest guidance, protocols and thought leadership.

We will showcase cutting-edge technology with insight from those pioneering new techniques in:

- robot-assisted surgery and minimally-invasive surgery – meaning faster recovery times (including cardiovascular and gynaecological procedures);
- imaging (including virtual, mixed and augmented reality) and patient-tailored implants from 3D printing;
- big data, genomics and artificial intelligence – meaning ‘precision’ surgery, tailored to a patient’s genes;
- specialised interventions, such as developments in transplants and stem-cell therapies, as well as 3D bioprinting of tissues and organs and creating more advanced prostheses.

EDUCATION OF THE HIGHEST QUALITY



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It has been estimated that only 25% of the important events that occur during a surgical procedure are related to manual or technical skills and that 75% relate to human factors such as decision making, communications, teamwork and leadership.

Other human factors that are important for the surgical team include self-awareness (ie insight), conflict resolution and error management.

With appropriate training, individuals can improve their surgical skills and thus function more effectively as part of the multi-disciplinary team structure which we are all familiar with today.

Surgeons will therefore need to become ‘multi-linguists’, speaking the language of medicine, surgery, radiotherapy and bioengineering, but also possess leadership, managerial and entrepreneurial skills.

Commission for The RCS

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Future Surgery 2020 will be delivered at the right time and in the right place to tackle the big issues challenging the profession.

Future Surgery 2020 will host big name speakers from politics, surgery, business and the NHS – all debating and discussing the hottest topics.

In addition, our future driven content approach ensures surgical teams will benefit from key ideas designed to be implemented immediately – core content themes include human factors, self-awareness, conflict resolution, risk management, infection prevention control, sustainability and the green theatre.

THE UK'S FIRST FUTURE SURGERY AWARDS PROGRAMME



The Future Surgery Awards focuses on best practice in the operating theatre.

There are ten awards which will be delivered at a gala dinner hosted in partnership with The Royal College of Surgeons of England.

More than 300 professionals will attend the dinner, making it an unmissable opportunity to network with both the surgical and industry elite.



IS THE EVENT
RIGHT FOR ME?



The challenge for suppliers to the UK surgical market – from pharmaceutical companies, equipment manufacturers and service providers, to recruiters and training providers, is how to secure volume and meaningful access to surgeons and the full decision-making team for theatre supplies – Future Surgery 2020 provides the only UK platform on this scale.

Who should sponsor and exhibit?

3D printing	Infection control
Accountants	Instrument and device suppliers
Advanced data analytics	Insurers
Artificial intelligence	IT and technology
Associations and charities	Medical indemnifiers
Augmented and virtual reality	NHS Trusts
Banks and financial institutions	OT consumables
Blockchain	Pharmaceutical companies
Capital equipment	Private healthcare providers
Construction	Private practice advisors
Data sharing and analysis design	Radiotherapy and immunotherapy
Diagnostic and equipment manufacturers	Recruitment agencies
Digital infrastructure	Representative bodies
Education/CPD	Robot-assisted procedures
Employers	Support services
Genomic medicine	Tracking devices
Imaging	Training and exam providers
Implants	Waste control

A MAJOR,
MULTIFACETED
MARKETING CAMPAIGN
AND DELEGATE
RECRUITMENT
PROGRAMME





Future Surgery 2020 is supported by the industry's strongest marketing campaign and delegate recruitment programme.

At the heart of the campaign are The Royal College of Surgeons of England and dedicated customer service managers who will ensure that every surgical team in both the NHS and private sector receive a compelling personal invitation.

Future Surgery 2020 will activate a personalised direct marketing campaign, an interactive website, cutting-edge electronic marketing and a powerful awareness campaign in the trade press including advertising, inserts and editorial.

The Royal College of Surgeons of England will drive attendance from its 25,000 members in the UK and overseas and the event will be supported by many other key associations and organisations who will be involved in curating the events content and promoting it to their members.



A TRUSTED PARTNER





CloserStill Media's approach to medical conferences has transformed the traditional medical conference where clinical professionals are locked away in darkened rooms for hours at a time only coming out to queue for refreshments.

CloserStill Media's formula is a winning one where we put exhibitors and sponsors centre stage.

Theatres and catering areas are strategically placed in the exhibition hall. The programme is dynamically delivered to clinicians, and their teams will constantly walk the exhibition hall throughout each day ensuring exhibitors and sponsors enjoy the maximum meeting time with their current and future customers.

We also encourage and promote delegate and exhibitor engagement with initiatives including sponsored education sessions and training demonstrations on your stand.

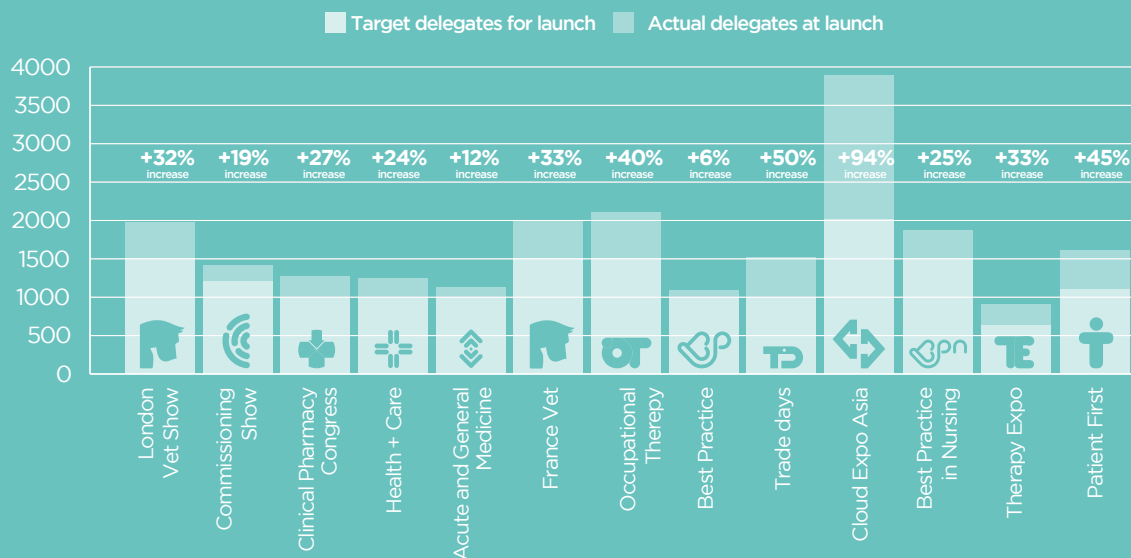


A WINNING COMBINATION



CloserStill Media have an outstanding record of delivering an audience in the launch year.

Launch success record



CloserStill Media have won more event industry awards than any other company including the coveted Association of Event Organisers peer-nominated award of 'most respected company'.

Andy Buchanan

Event Director

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