



Just another Congress?

Absolutely NO! Scientific Congresses have been proliferating uncontrollably during the last 20 years. Doctors could virtually travel all year round to attend Regional, National, International, Continental, and World meetings and, quite probably, 365 days a year would not be sufficient. Companies are stretching their budgets to the limit trying to contribute at their best to keep all this incredibly complex scenario going.

Tons of precious printed material are given out, many days off work, stressful travels, expensive hotels, restaurants, local transportation, costly booth spaces, dedicated staff, and hospitality gadgets add to the total cost of keeping abreast with latest scientific and technical innovations.

Speakers are asked to give the same talk and virtually the same workshops all over again in different geographical locations to an unbearable rhythm. Attendees are jumping from one room to another in order to be able to listen to the presentations considered more useful to enrich their professional knowledge with partial success due to the overlapping generated by ever increasing number of concurrent sessions. Yet Congress formats have not changed a lot. Some timid attempts to promote more interactive scientific scenarios have been proposed but the "action" ends with the end of each meeting and what has been achieved has been achieved.

The time for a change has arrived!

Modern communication technology has evolved to futuristic, unprecedented levels allowing virtually instantaneous transferring of audio-visual information worldwide. The use of hi-tech multi-platforms can radically transform congress scenarios allowing better efficiency in scientific communication, optimizing time and money investments both from Companies and physicians alike.

We know that abrupt, clear-cut changes are not the proper solution and therefore **COSMEXCHANGE** is proposing a uniquely innovative **Hybrid Format** opening doors to a limited number of "**conventional**" attendees while making all congress remotely available worldwide to "**cyber-attendees**".

What is the Topic of the Congress?

COSMEXCHANGE will look at current scientific research and thinking regarding cosmetic concepts connected to all aspects of modern Dermatology with particular attention on *interactions between advanced cosmeceuticals, medical devices, innovative techniques and most common dermatologic diagnosis and procedures.*

With active discussion ranging from discovery of new treatment protocols and development of current research, this innovative event promises to be extremely stimulating with opinions and debates, from world known experts and leading Companies, on one of the hottest Dermatological topics. It will be a unique opportunity to discover what is new in the field and "store" in your video-library all presentations to capture most significant details you might have missed as many times as you want.

This event has [CPD accreditation](#)

When, Where, Why

WHEN?

"COSMEXCHANGE" Dates: February 12-14, 2015 ... it's Valentine's day and *We like to take this opportunity to declare our love to science!!!*

WHERE?

"COSMEXCHANGE" Location: Trieste (Italy)... fantastically elegant mixture of Austrian, Slovenian, Greek, and Italian cultures, right in the centre of Europe.

"COSMEXCHANGE" Congress Venue: wonderful Austrian old harbour warehouse fully refurbished into a Congress Centre, right on the historical Triestin waterfront.

WHY?

"COSMEXCHANGE" opens a new era in Dermatologic Congresses giving the opportunity to *conventional* and *cyber participants* to attend scientific sessions either during the timeframe allocated to the event and/or download the full congress, or parts of it, during the following 12 months. No rush for taking notes regretting to have missed something important, just relax and enjoy the presentations as well as the interactive discussion.

WHY WE SELECTED GREEN, WHITE AND BLACK IN OUR LOGO?

GREEN because we want to propose an innovative, virtually paperless “**Ecologic congress**”, reducing pollution related to long distance flights and ground transportation.

WHITE because we want to offer our attendees a fully “**transparent scientific information**” provided by the most serious and research-oriented speakers, stimulating fruitfully positive debate on most popular controversies.

BLACK because we want to provide a “**clear-cut contrast**” to better see through what’s new in scientific information.



.... **A new way of spreading Dermatologic Knowledge through a cybernetic window open for 12 months!**

Propagation of scientific information has been completely re-thought by **COSMEXCHANGE** thanks to an innovative, advanced IT communication platform able to register and upload all presentations to be immediately available worldwide to all cyber-attendees during the Congress and to late cyber-attendees for the following 12 months. Interactive communication with speakers and guest will be entertained either conventionally or through highly efficient cyber-links making time and space limits virtually disappear. All attendees will be able to download all or parts of **COSMEXCHANGE** scientific sessions during a 12 months timeframe being able to take maximum advantage of scientific messages.



...On the site of the Companies

COSMEXCHANGE has developed an Innovative, Highly Competitive Arena for Companies willing to share their scientific knowledge behind their products!

Companies are constantly looking for innovative scientific platforms to inform their potential customers about their new products. A well balanced mutually satisfying mixture is still to be found. "COSMEXCHANGE" proposes itself as an advanced interactive platform where Companies can present their latest developments being **true protagonists** on the scientific stage competing among themselves on a high scientific level. Four different communication tools have been planned:

1. Innovative Cyber Workshops:

A new, extremely efficient, compact communication formula structured to provide a logical sequence of key information **within a timeframe of 45 minutes** divided into **three 15 minutes mini-sessions**.

- The **first mini-session** will be dedicated to the presentation of basic research and technological solutions standing behind specific products invented and developed by Companies. This important task will be given to key R&D figures working with each Company, with the purpose of providing information on strategic choices which led Companies to adopt specific solution(s) implemented in their products.
- The **second mini-session** will be dedicated to the presentation of clinical results, treatment techniques, and specific indications associated with Companies' products. This part will be allocated to a physician, expert in the practical use of the products.
- The **third mini-session** will be devoted to Q&A moderated by a Chairman belonging to COSMEXCHANGE Scientific Committee

A link to Companies' websites will be available on any cyber-workshop downloaded by attendees during the full 1 year duration of COSMEXCHANGE "cyber-window".

2. Innovative Cyber News

This informative tool has been already successfully experimented in selected scientific congresses. It consists of **15 minutes presentations** focusing on a new product and/or a new clinical application of already existing products by **R&D speakers** or by **experienced physicians** put in charge of the talk by Companies, during the main scientific sessions of the Congress. These presentations will be moderated by **COSMEXCHANGE** chairs and will entertain discussion like any other scientific presentations within the Congress programme.

Both **Cyber-Workshops** and **Cyber-News** will be fully registered and properly processed by **COSMEXCHANGE IT master communication platform staff** in order to be immediately available to cyber attendees during the Congress and subsequently to all late cyber attendees worldwide for the next 12 months!

A link to Companies' websites will be available on any cyber-news downloaded by attendees during the full 1 year duration of COSMEXCHANGE "cyber-window".

3. Innovative Cyber Booths

This advanced informative tool will integrate or substitute conventional information provided by Companies' Staff at conventional booths. It consists of **90 seconds videos** studied and prepared by Companies to promote their scientific philosophy and associated technological solutions. ***No limits to informative strategies will be given during the 45 seconds allocated to these video-messages.*** Companies will compete among themselves in providing the ***best scientific "distillate"*** of their line of products. **Cyber booths** will be stored within **COSMEXCHANGE communication platform** which will stay open during the 12 months following the Congress. Each time a cyber-attendee will download a scientific content of the Congress, one 45 seconds video-message will compulsory precede the operation. ***Priority transmission of video-messages will depend on Company sponsoring categories.***

A link to Companies' websites will be available on any cyber-booth downloaded by attendees during the full 1 year duration of COSMEXCHANGE "cyber-window".

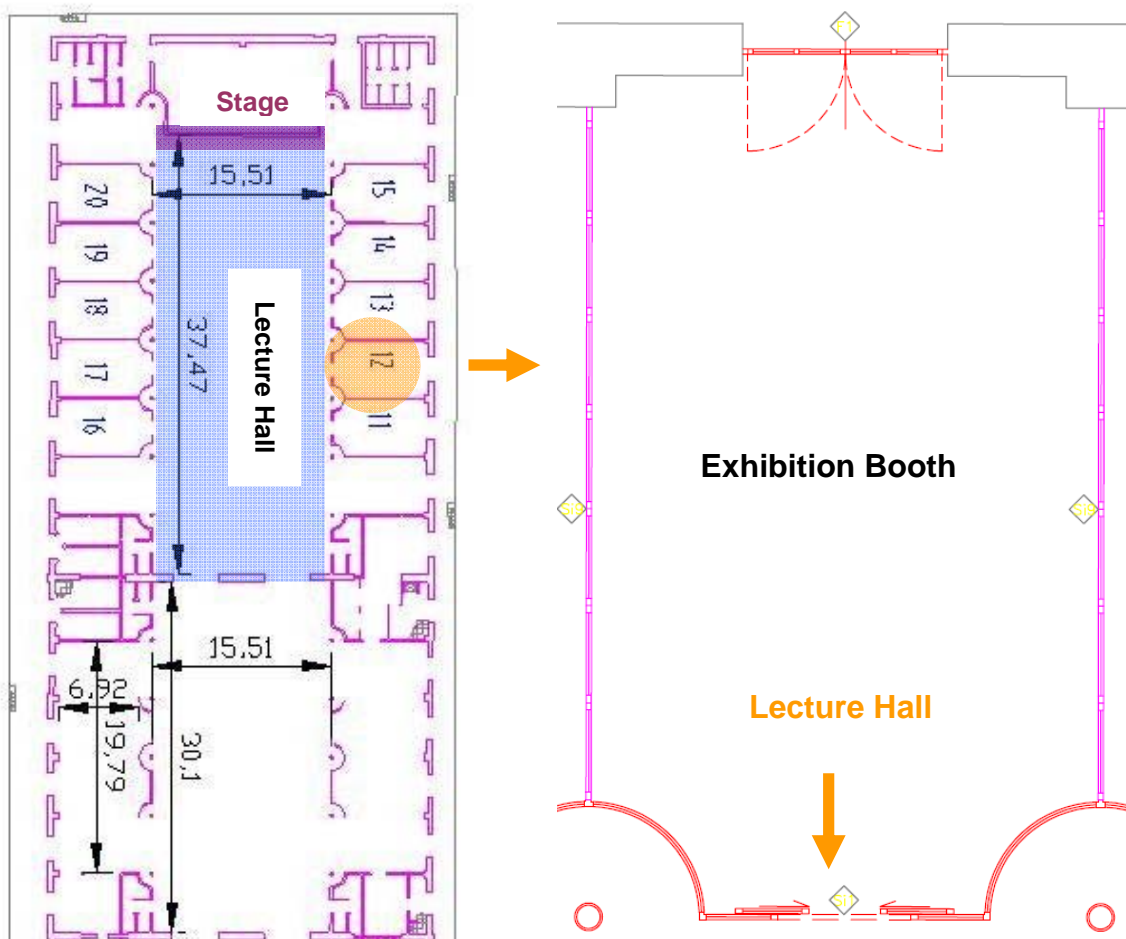
Companies will be updated on the number and geographical locations of all downloads successfully performed by cyber-attendees. ***This will provide a very effective way to monitor the efficacy of their scientific messages and identify potential sites of interest through time.***

4. Conventional Booths

This is the classical form of interaction between Companies and attendees participating to scientific congresses. The Congress Centre chosen to host **COSMEXCHANGE** will provide an ***innovative scientific interactivity*** between exhibitors and attendees since main booths spaces will be located right on both sides of the main lecture hall. No more "isolation" of Companies exhibitors from the main Congress action!

Lunch tickets will be given **exclusively** at Cyber Workshops and Conventional Exhibition Booths during **COSMEXCHANGE** in order to stimulate a constant, productive relationship between Companies and on-site attendees.

Tables with companies' flags will identify locations where attendees might continue or start their conversation with exhibitors during lunch breaks in nice areas of the Congress Centre.



Congress Hall plan with main Exhibition Booths on both sides of main Lecture Hall



...On the site of the Speakers

COSMEXCHANGE has developed a standardized 15-minutes presentation format extremely easy to prepare and deliver, either on site or through streaming communication.

Speakers can prepare their talks following the simple rule of “**1 slide per minute**”. Title and conclusion slides are to be added, making a total number of 17 slides per presentation. **Videos should be included within the 15 slides**. This simple but effective strategy will make presentation time constantly controlled. All presentations will be digitally registered and uploaded

during the Congress. Each presentation will be simultaneously visible worldwide via streaming transmission and will be available for downloading to all attendees for **12 months** following the conclusion of the conventional congress time. **COSMEXCHANGE** will be open for late registration during the whole year following conventional congress dates, amplifying the spreading of scientific messages virtually without limits of time and space.

Speakers might choose to give their presentation while at home or at their clinics without the need for travelling and spending time and money in restaurants and hotels, thanks to a innovative streaming connection. Simple, inexpensive IT equipment will be needed to give highly effective cyber-presentations.

Should speakers like to enjoy Trieste and meeting with colleagues and friends, presentations will be given on the Congress stage.



...On the site of the Attendees

COSMEXCHANGE is a scientific "stage" which will be virtually open 24 hours a day for a whole year allowing attendees to enjoy the Congress either comfortably seated at home or surrounded by a highly interactive scientific atmosphere "seasoned" with stimulating exchange of opinions during the dates of the Congress.

All scientific messages delivered on the Congress stage, either from Companies or from speakers, will be digitally registered and processed in order to be easily identified and downloaded on any digital platform on the globe. Just relax and enjoy your favourite topics or speakers forgetting the rush and anxiety of regular congresses. All scientific information will be available to you whenever and wherever you might choose. ***No limits to your quest for science!***