**Iris Profile**

**Who are we? ………………………………………………. 2**

**Mission ………………………………………………. 2**

**Vision ………………………………………………. 2**

**Core Values ………………………………………………. 3**

**Why to choose Iris?………………………………………………. 3**

**Past experience ………………………………………………. 4**

**Duties ………………………………………………. 6**

**References ………………………………………………. 8**

**Be Positive ……. Be Creative**

**Who are we?**

As Winston Churchill once said: “the price of greatness is responsibility over each of your thoughts”. Being positive is our commitment to making a positive difference in the world. Through redesigning the way we work and live. As we act with an eye toward future generations, we focus on driving business growth and helping to create a more sustainable world.

Iris Events Management Company (S.A.E.): is a professional events management company well known for its high reputation, quality of services and transparency of work.

Iris works in managing events by creative and innovative approaches creating a long lasting satisfaction and ease of work between its clients. Our market existence, business model and operation strategies made us unique in such a field recommending our partnership among others.

We understand our role when partnering with customers to achieve their event objectives reaching a win-win situation. We get it when we respond and adapt to an ever-changing marketplace before the customer has to ask.

**Mission:**

To distinguish ourselves in the event management market by managing, producing and supporting outstanding events that exceed customers increasing expectations in terms of value, service and innovation.

**Vision:**

We will strive to be seen as leaders and innovators in the event management industry. We will surpass the expectations of our clients with our honest dedication to producing and managing outstanding events. We will gain the trust and respect of our clients and our staff by never compromising our values. We will show genuine concern for the success of our events.

**Core Values “WE RESPECT”**

* **W**e use our platform as business leaders to draw attention to society causes.
* **E**stablishing long-term relations with our customers.
* **R**esponsibility towards the community.
* **E**stablishing a Life-long Learning.
* **S**urpassing obstacles.
* **P**ositive ambition.
* **E**agerness to innovate.
* **C**ustomer Satisfaction.
* **T**aking a leadership role in shaping the event management industry.

**Why to choose IRIS?**

1. Creativity & perfection is our GOAL.
2. 80% of our manpower is from the medical field, guaranteeing harmony and mutual respect between the team and the faculty & attendees.
3. Talented in e-marketing campaigns using the social media, bulk SMS’s and mass emails.
4. Professional partnership with different international accreditation bodies.
5. Transparent deals.
6. Well-known reputation in event management.
7. Flexibility to accommodate clients’ needs.
8. Different prospective vision.
9. Dare to do the unexpected.

Nothing is impossible ….. even the word itself says I’m possible.

**Past experience:**

* *The 26th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 1999*
* *The 4th Annual International Conference of Echocardiography Working Group 2000*
* *The 5th Annual Conference of Interventional Cardiology 2000*
* *The 1st Annual Conference of the Working Group of Thrombosis & Hemostasis 2000*
* *The 2nd Annual Conference of the Working Group of Thrombosis & Hemostasis 2001*
* *The 1st Annual Suez Canal Conference of WG of Thrombosis & Hemostasis 2001*
* *The 24th Annual Medical Congress of Ain Shams Faculty of Medicine 2001*
* *The 3rd Annual Conference of the Working Group of Thrombosis & Hemostasis 2002*
* *The 29th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2002*
* *The 30th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2003*
* *The 4th Annual Conference of the Working Group of Thrombosis & Hemostasis 2003*
* *Thrombo Alex Conference 2003*
* *Pan Arab Interventional Cardiology Conference /Cardio-Alex Summer Course 2003*
* *The 5th Annual Conference of the Working Group of Thrombosis & Hemostasis 2004*
* *The 1st Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2005*
* *The 6th Annual Conference of the Working Group of Thrombosis & Hemostasis 2005*
* *The 10th Annual Conference of the Working Group of Interventional Cardiology 2005*
* *The 2nd Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2006*
* *The 33rd Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2006*
* *The 1st Annual Conference of the Cardiology Department Dar Al Fouad – DAFHeart 2006*
* *The 7th Annual Conference of the Working Group of Thrombosis & Hemostasis 2006*
* *The 11th Annual Conference of the Working Group of Interventional Cardiology 2006*
* *The 3rd Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2007*
* *The 34th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2007*
* *The 12th Annual Conference of the Working Group of Interventional Cardiology 2007*
* *The 8th Annual Conference of the Working Group of Thrombosis & Hemostasis 2007*
* *The 4th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2008*
* *The 35th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2008*
* *The 1st Annual Conference of the Egyptian WG of Peripheral Vascular Disease 2008*
* *The 7th Annual Suez Canal Conference of WG of Thrombosis & Hemostasis 2008*
* *The 9th Annual Conference of the Working Group of Thrombosis & Hemostasis 2008*
* *The 13th Annual Conference of the Working Group of Interventional Cardiology 2008*
* *The 2nd International Pediatric Cardiology & Cardiac Surgery Conference 2008*
* *The 5th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2009*
* *The 13th Annual Scientific Conference of the Egyptian Hypertension Society 2009*
* *The 10th Annual Conference of the Working Group of Thrombosis & Hemostasis 2009*
* *The 13th Annual Scientific Conference of The Egyptian Echocardiography WG 2009*
* *The 14th Annual Conference of the Working Group of Interventional Cardiology 2009*
* *The 6th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2010*
* *The 7th International Congress of the Egyptian Cardiac Rhythm Association 2010*
* *The 37th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2010*
* *The 11th Annual Conference of the Working Group of Thrombosis & Hemostasis 2010*
* *The 7th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2011*
* *The 12th Annual Conference of the Working Group of Thrombosis & Hemostasis 2011*
* *The 8th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2012*
* *The 39th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2012*
* *The 7th Annual Conference of the Cardiology Department Dar Al Fouad – DAFHeart 2012*
* *The 15th Annual Scientific Conference of the Egyptian Hypertension Society 2012*
* *The 13th Annual Conference of the Working Group of Thrombosis & Hemostasis 2012*
* *The 9th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2013*
* *The 40th Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2013*
* *The 1st CTO Conference – Kobry El-Kobba Hospital 2013*
* *The 1st Annual CardioArab Congress – Dubai 2013*
* *The 8th Annual Conference of the Cardiology Department Dar Al Fouad – DAFHeart 2013*
* ***The 17th Annual Conference of the Egyptian Echocardiography Working Group 2013***
* ***The 8th International Congress of the Egyptian Cardiac Rhythm Association 2013***
* ***The 14th Annual Conference of the Working Group of Thrombosis & Hemostasis 2013***
* ***The 17th Annual Conference of the Preventive Cardiology & Rehabilitation WG 2013***
* ***The 1st Interventional Fellows Course of the Egyptian Society of Cardiology 2013***
* *The 10th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2014*
* *The 41st Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2014*
* ***The 4th Annual Military Coronary Intervention Conference 2014***
* ***The 1st Annual Cardiology Conference of Suez Canal Authority 2014***
* *The 9th Annual Conference of the Cardiology Department Dar Al Fouad – DAFHeart 2014*
* *The 15th Annual Meeting of the Working Group of Thrombosis & Hemostasis 2014*
* ***The 1st Annual International Health Insurance Cardiology Conference 2014***
* ***The Basic Flap Course – Egyptian Society of Plastic & Reconstructive Surgeons 2014***
* ***The 9th Annual Ain Shams International Physical Medicine & Rehabilitation Conference 2014***
* *The 11th Upper Egypt Conference of the Working Group of Thrombosis & Hemostasis 2015*
* ***The 45th Annual Conference of the Egyptian Society of Plastic & Reconstructive Surgeons 2015***
* ***The 42nd Annual Conference of the Egyptian Society of Cardiology “CardioEgypt” 2015***
* ***The 10th Annual Ain Shams International Physical Medicine & Rehabilitation Conference 2015***
* ***The 2nd Annual Cardiology Conference of Suez Canal Authority 2014***
* ***The 1st Annual Police International Cardiology Conference 2015***
* ***The 17th Annual Heart Failure Conference of the Egyptian Society of Cardiology 2015***
* ***The 16th Annual Conference of the Working Group of Thrombosis & Hemostasis 2015***

**Duties:**

**Scientific Program Duties**

1. Performing all tasks according to a clear time frame.
2. Preparation of the data of the first & the second announcements in innovative designs.
3. Preparing, sending and following up of the invitations for the guest speakers.
4. Arranging joint sessions with different Arab and International societies in view of the communications and suggestions of the organizing committee.
5. Approaching the Faculty’s program, which is previously suggested, and following up with them to early detect any cancellation or apologies.
6. Preparation of the preliminary program.
7. Preparation of a backup plan for accidental late apologies of guest speakers.
8. Preparation and revision of all the data in the final program book.
9. Managing the integrity of the sessions during the Congress days.
10. Following up the meeting’s objectives.
11. Preparing evaluation forms to get feedback from the audience.
12. Providing a highly professional information technology support.
13. Providing the voting system.
14. Live Transmission "Video conference, audio conference,.....etc.".
15. Internet service "Conference Website" containing the main topics, preliminary program, Registration fees, accommodation & registration package, abstract submission & online registration.
16. Communications with different faculties and centers aiming to grasp the latest updates of the following:
    1. Recent Egyptian research that should be presented during the conference.
    2. Egyptian Registries and surveys.
    3. Collections of interesting & rare cases to be presented.
17. Preparation, electronic delivery and follow up of the "Detailed personal program (speaker & chairperson)" for all guests including the whole session(s) "he / she is participating in to avoid any repetition that might occur from one presentation to another". Sending also the audiovisual instructions together with the hotel reservation data for the participants who reside outside Cairo.
18. Managing a memo campaign one month before the congress, starting weekly phones, SMS and emails to remind the guest faculty by their exact role.

**Accreditation**

* Preparation of the application forms needed by the accreditation boards (Egyptian, Arab, European or American) after fulfilling their prerequisites.

**Fund Raising**

* Preparing the preliminary event budget.
* Tailoring several attractive benefits packages to suite the target sponsors.
* Negotiating with the sponsors to achieve a “win – win” situation.
* Updating the event board step by step by the financial status of the event.
* Providing the event board by a detailed clear final budget at the end of the event.

**Accommodations & Social Activities**

* Reserving different venues with variable prices as per the event budget (hotels; opera, …etc).
* Selecting suitable conference halls according to the time schedule and distribution of different sessions.
* Management of the exhibition layout.
* Special touristic tours for the guests with professional tour guides.
* Gala evening arrangements.

**Transportation**

* Shuttle buses from different hotels or meeting points.
* Flight tickets reservation for guest faculty.
* Professional “Meet & Assist” service to and from Cairo Airport.

**Marketing of the Event**

* Preparation and execution of a professional marketing campaign targeting Egyptian, Arab and foreign attendees and societies (electronic and hard copies).

**Publications and printed materials**

* Announcements, flyers, brochures,… etc.
* Designing & printing the event logo, head letter, theme & posters.
* Invitations, certificates of attendance, badges, envelopes & giveaways.

**Secretarial Work**

* Sending all publications to the available database.
* All publications to be send Via: Aramex, Email, Egyptian post,+/- Fax.
* Collection of the attendees’ data to build a comprehensive database for future events.

**Media Coverage**

* Press conference: to be arranged one week prior to the conference in addition to the coverage by the major TV channels’ & newspapers’ representative during the conference days.
* Setting the stage for future similar events.

**References:**

***Prof. Adel Allam***

*Professor of Cardiology – Al-Azhar University*

***Prof. Adel El-Etriby***

*Professor of Cardiology – Ex-Head of the Cardiology Department – Ain Shams University*

*Past President of the Egyptian Society of Cardiology*

***Prof. Ahmed Nassar***

*Professor of Cardiology – Ex-Dean of the Faculty of Medicine – Ain Shams University*

*Ex-Secretary of the Egyptian Society of Cardiology*

***Prof. Ayman Saleh***

*Professor of Cardiology – Ain Shams University*

*President of the Egyptian Working group of Preventive Cardiology*

***Prof. Dan Atar***

*Professor of Cardiology – Head of Research, Division of Medicine – Oslo University - Norway*

*Vice President of the European Society of Cardiology*

***Prof. Ezz El-Din El-Sawy***

*Professor of Cardiology – Ex Vice Dean – Al Azhar University*

*Al Azhar University*

***Prof. Fausto Pinto***

*Full Professor of Cardiology – Lisbon University*

*President of the European Society of Cardiology*

**References:** *“Cont’d”*

***Prof. Fouad Gharib***

*Professor of Plastic Surgery & Reconstruction – Ain Shams University*

***Prof. Hany Eteiba***

*Consultant Cardiologist - Associate Medical Director - Regional and National Medicine*

*West of Scotland Heart & Lung Centre - Golden Jubilee National Hospital*

*Contact Tel:  0141 951 5180 (PA - Margaret Byrne)*

*Glasgow Royal Infirmary*

***Prof. Henaz Khaled***

*Professor of Physical Medicine, Rheumatology & Rehabilitation – Ain Shams University*

***Prof. Hisham Aboul Einen***

*Professor of Cardiology – Head of the Cardiology Department, Faculty of Medicine – Banha University*

*Vice President of the Egyptian Society of Cardiology*

***Prof. Maiy Hamdy El-Sayed***

*Head of the Cardiology Department – Ain Shams University*

*Board Member of the Egyptian Society of Cardiology*

***Prof. Nabil Farag***

*Professor of Cardiology – Ain Shams University*

*Head of the Cardiology Department – Dar Al Fouad Hospital*

***Prof. Nagwa Nassar***

*Professor of Physical Medicine, Rheumatology & Rehabilitation – Ain Shams University*

**References:** *“Cont’d”*

***Prof. Ramzy Hamed El-Mawardy***

*Professor of Cardiology – Ex-Head of the Cardiology Department – Ain Shams University*

***Prof. Yehia Kishk***

*Professor of Cardiology – Ex-head of the Cardiology Department – Assiut University*