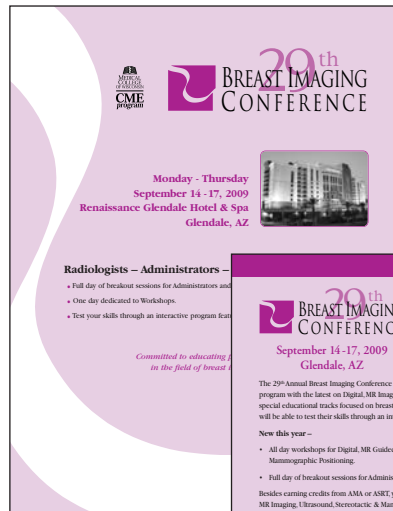
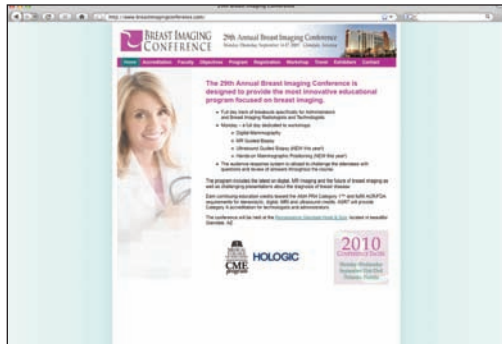


case study:
Medical College of Wisconsin
Breast Imaging Conference (BIC)



Medical College of Wisconsin Breast Imaging Conference (BIC)

Annual radiology conference and exhibition.

it's about them: Radiologists, radiological technicians and administrators.

the product: Conference management and coordination, including responsibility for budget, exhibits, registration, accreditation and marketing.

our solution: The event has grown into the largest annual conference dedicated to mammography in the world with over 40 exhibitors. The faculty consists of renowned speakers in the field of mammography. A full day of educational breakout sessions for administrators, breast imaging radiologists, and technologists has been added to the curriculum to provide a more comprehensive program.



it's about them