



# STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated  
medical

**Hello and welcome to our October issue.**

In this month's newsletter, we spotlight the events industry. After what has felt like a never-ending hiatus, events calendars seem to be filling up once again. This year people gathered for some of the biggest, global sporting events such as The UEFA European Football Championship as well as the Tokyo Olympics.

Though opinions were divided on such events happening whilst we were still struggling with Covid-19, these in-person gatherings gave the green light for other industries outside of the sporting world, to start planning their own, much smaller events.

We look at the future of medical events, 2022 onwards and discuss buzzwords such as hybrid, virtual and live to see what these mean for organisers going forward.

If you're planning your marketing and events activities and would like some support, please don't hesitate to contact us, perhaps we can help you.

**Best wishes,  
Designated Medical Team.**

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**Client spotlight:  
Ben Ardehali**

**The future of the  
medical events  
industry, 2022+**

**Meet Designated's  
event manager,  
Jodi Newton**

# CLIENT SPOTLIGHT:

## BEN ARDEHALI

**Mr Ardehali has a fellowship in cosmetic surgery at the renowned London Clinic.**

**Mr. Ben Ardehali is a fully accredited Consultant Plastic, Reconstructive and Cosmetic Surgeon with over 10 years of highly specialised training in internationally renowned reconstructive and plastic surgery units.**



Mr. Ardehali holds the NHS post of Consultant Plastic and Reconstructive Surgeon at St George's Hospital, the Queen Mary's Hospital in South West London and the Kingston Hospital.

His interests include cancer reconstruction, general plastic surgery and aesthetic surgery. He has a higher degree in cosmetic surgery from the University of London and also has undertaken a fellowship in microvascular surgery at Charing Cross Hospital. He has a Masters degree in Surgical Sciences and Practice from the University of Oxford with a primary focus on patient safety and quality improvement in healthcare.

Outside work he enjoys playing tennis, skiing and spending time with his young family.

### **Special Interests**

- Cancer reconstruction
- General plastic surgery
- Cosmetic surgery

### **Professional memberships:**

- British Association of Plastic Reconstructive and Aesthetic Surgeon
- British Medical Association
- General medical council
- Royal College of Surgeons of England
- British Association of Aesthetic Plastic Surgeons
- International Member of the American Society of Plastic Surgeons

Please feel free to contact Ben to discuss his practice in more detail. He would welcome the opportunity to work with other consultants in the Designated Medical community and to support your patients when appropriate.

**Designated Medical PA:** Rana Rashid

**Email:** rana@designatedmedical.com - **Telephone:** 020 7952 2818

**Private Practice:** New Victoria Hospital

# THE FUTURE OF THE MEDICAL EVENTS INDUSTRY, 2022+

**It's no secret that the events industry was hit hard by the pandemic. Worth £39.1 billion to the UK economy and a landscape that thrives on human interaction, making it a sizeable loss to businesses bottom line.**

Some tech-savvy and forward-thinking organisations leapt at the opportunity to save costs and increase event registrations by going virtual. This worked well for some, while others struggled with new technologies. Phrases like 'you're on mute' even made it to the 2020 New Years Eve drone show above London's O2 arena. *(How great was that by the way?!)*

One thing we know for certain is that the pandemic accelerated events industry and technology changes that would have taken a long time for many businesses to become accustomed to. Virtual events became a buzzword in 2020, with 52,000 of them happening on just one platform.

But now as we draw towards the end of 2021, what have we learnt about the events industry and what can we expect from 2022+?

## **Virtual events are here to stay.**

Whether you love them or loathe them, the benefits of virtual events are vast. Depending on the scale, they can be pulled together fairly quickly with the right platform and partners. Live events require everyone to be in the same place, whereas many more people have the opportunity to be part of a virtual event.

Your annual event held in a conference room at a London hotel now has the opportunity to go global.

Businesses can now afford to run several events rather than just one, also offering greater incentives to their sponsors who could gain regular exposure.

**But what about hybrid?** These types of events allow for the flexibility and reach of a virtual event, but the connection and engagement of an in-person option. We will see many events organisers create opportunities for both virtual and in-person experiences for those that want them.

**[Read more>](#)**

**Planning your marketing and events calendar for 2022?**

**Reach out to our Marketing Director Michelle to discuss the latest opportunities available to you. E: [michelle@designatedgroup.com](mailto:michelle@designatedgroup.com)**



# MEET OUR DESIGNATED EVENTS

## MANAGER, JODI NEWTON



**What makes a great events manager?** Attention to detail for sure, creativity and innovation, definitely, and someone with positive interpersonal skills? Absolutely. But In today's virtual world, you also need somebody with the ability to pick up new platforms and technologies with ease, someone who isn't afraid to learn something new.

**You need that person to be flexible as things won't always go to plan**, i.e a physical event turning virtual at the last minute. The ability to stay calm, level-headed whilst seeking to solve any problems that may arise.

**Meet Jodi Newton.** Since 2019 she has been our (excuse the pun) designated events manager. With over 25 years of experience and a commitment to excellence, Jodi has helped numerous clients create and execute both virtual and in-person events, achieving their goals in a smooth and seamless fashion.

From being a key liaison during the early years of the MOBO awards while working at the New Connaught Rooms through to holding conference and banqueting manager roles at some of London's top hotels. Jodi has likely seen it all. (If you ever speak to her in person, do ask her about the time she had to fire Santa!)

We also asked Jodi what she feels the events Industry will look like post-pandemic:

***"I'm feeling positive about the events industry for the coming year overall. Covid continues to have a varying effect in different countries, but I do believe the UK Events industry will continue to recover, both for work and leisure. The pandemic has driven an exponential increase, and improvement, in virtual event technologies and these will still have a place in the future. However, there will always be an appetite for travel and for physically being in the same space as other people, and so hybrid events are here to stay."***

[Learn more about what our clients have to say about Designated events >](#)

