

# Birth

Clinical Challenges  
in Labor and Delivery

BRAZIL



## CHAIRPERSONS:

Gian Carlo Di Renzo  
*(Italy)*

Roberto Romero  
*(USA)*

## ORGANIZING COMMITTEE:

Nilson Roberto de Melo  
*(Brazil)*

Eduardo Borges da Fonseca  
*(Brazil)*

March 5<sup>th</sup> - 6<sup>th</sup> - 7<sup>th</sup>, 2015 - Fortaleza - BRAZIL

[www.birth2015brazil.org](http://www.birth2015brazil.org)

Endorsed by:



International Federation of  
Gynecology and Obstetrics



Brazilian Federation of  
Gynecology and Obstetrics

## ORGANIZING SECRETARIAT

**MCA**  
SCIENTIFIC EVENTS

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Following the great success of the first edition held in Chicago in 2011, we are pleased to present the 2nd edition, dedicated to the clinical challenges in Labor and Delivery.

Experts in multiple disciplines will come together to discuss the important issues regarding Birth, focusing in particular on the following topics:

- Normal labor progress: do the traditional definitions apply?
- The physiology of labor/labor disorders
- An ultrasound "admission test" for the Labor and Delivery Unit
- New methods for the assessment of labor progress
- The role of ultrasound in the second stage of labor
- Does early administration of oxytocin improve the outcome of labor?
- Shoulder dystocia
- Postpartum hemorrhage
- Nomenclature of fetal heart rate abnormalities/ST segment evaluation
- Umbilical cord pH and blood gases
- Surgical technique for Cesarean delivery (peritoneum, uterine closure, skin closure, etc.)
- Cesarean section upon request
- Induction of labor
- Preterm labor: tocolysis/repeat steroids/magnesium/progestogens
- GBS prophylaxis/antibiotics before Cesarean delivery
- Trial of labor in women with a prior Cesarean delivery
- Amniotic. uid embolism
- Delivery in the 2nd stage (forceps, vacuum and the Odon device)



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## **Gian Carlo Di Renzo**

MD, PhD, FRCOG (hon) FACOG (hon)  
Professor and Chairman Dept. of Ob/Gyn  
Director, Centre for Perinatal and Reproductive Medicine  
Director, the Midwifery School, The University of Perugia  
Hon Secretary General, FIGO  
Editor in Chief, Journal of Maternal Fetal and Neonatal Medicine  
Director, Permanent International and European School in Perinatal,  
Neonatal and Reproductive Medicine (PREIS)  
President, the International Society on Chocolate, Cocoa and Medicine (ISCHOM)  
Secretary General, the New European Surgical Academy (NESA)  
Chairperson of Birth 2015

## **Roberto Romero**

MD, PhD Professor of Molecular Biology, Genetics and Obstetrics and Gynecology,  
Wayne University, Detroit , USA  
Chief, Perinatology Research Branch  
Program Director for Perinatal Research and Obstetrics  
Intramural Division, NICHD, NIH, DH  
Chairperson of Birth 2015  
Editor in Chief, American Journal of Obstetrics and Gynecology

## **Nilson Roberto de Melo**

PhD in Medicine Obstetrics and Gynecology, University of São Paulo  
Chairman of FEBRASGO Brazilian Federation of Societies of Obstetrics and Gynecology  
Chairman of FLASOG - Latin American Federation of Gynecology and Obstetrics  
Organizing Committee of Birth 2015

## **Eduardo Borges da Fonseca**

Adjunct Professor at the Federal University of Paraíba  
PhD from the Faculty of Medicine, University of São Paulo  
Specialist in Gynaecology, Obstetrics by FEBRASGO  
Title of Qualification in Fetal Medicine at FEBRASGO.  
Harris Birthright Research Fellow Centre - King's College Hospital NHS Foundation Trust  
Organizing Committee of Birth 2015

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## THE INTERNATIONAL FEDERATION OF GYNECOLOGY AND OBSTETRICS



The International Federation of Gynecology and Obstetrics (FIGO) is the only worldwide organization that groups obstetricians and gynecologists. It has member associations in 125 countries/territories.

FIGO's mission is to promote the wellbeing of women and to raise the standards of practice in obstetrics and gynecology.

The Federation has a vision that women of the world achieve the highest possible standards of Physical, Mental, Reproductive and Sexual Health and Wellbeing throughout their lives.

Respect for cultural diversity and the high scientific and ethical standards are the core value of the organization.

## THE BRAZILIAN FEDERATION OF GYNECOLOGY AND OBSTETRICS



The FEBRASGO was founded on October 30th 1959, in the Belo Horizonte city, during the XI Brazilian Conference of Obstetrics and Gynecology, for the following purposes:

- Sponsor, promote, support and ensure the technical and scientific improvement by economic interests and ethical aspects of professional practice of gynecologists and obstetricians;
- Promote the achievement of scientific conclaves, grant the Specialist in Gynecology and Obstetrics (TEGO) and maintain publications to disseminate the knowledge of the specialty;
- Maintain relationships with other national and international medical Organizations;  
Officially represent the Federated before the federal authorities.



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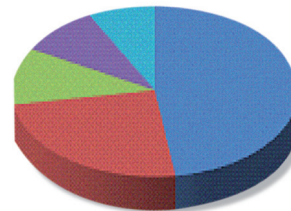
## PREVIOUS EDITION

Following the success of the first edition of Birth - Clinical Challenges in Labor and Delivery, held in Chicago in September 2011, MCA Scientific Events with the endorsement of FIGO, and FEBRASGO, presents the second edition.

### First Edition Report - 2011

- 450 Participants (350 Attendees + 100 Faculty)
- 16 Sponsors

### PARTICIPANTS

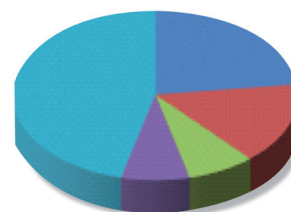


- USA
- Europe
- Asia
- Russia
- America

### Second Edition Forecast - 2015

- 1000 Physicians + 300 Multiprofessional teams + 200 Residents
- 35 Sponsors

### PARTICIPANTS



- USA
- Europe
- Asia
- Russia
- America



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## CUSTOMER SATISFACTION ANALYSIS - FEEDBACK

### SUBJECT

Birth - Clinical Challenges in Labor and Delivery  
Chicago, September 2011

Attendees answering the survey: 450

Faculty: 100

Attendees: 350

### CME Survey

	Not relevant	Unimportant	Quite relevant	Relevant	Really relevant
RELEVANCE	-	2	50	180	200
	Insufficient	Mediocre	Acceptable	Good	Excellent
QUALITY	-	4	30	200	216
	Insufficient	Partially useful	Quite useful	Useful	Really useful
UTILITY	-	5	3	102	340
	No	Few	Acceptable	Relevant	A lot and relevant
SPONSOR	9	13	60	178	190



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## WHY BRAZIL?

- Market Overview
- Market Challenges
- Market Opportunities

The 3.27 million square miles make Brazil the fifth largest country of the world, surpassed only by China, Russia, United States and Canada. The population in 2000 was estimated at 170 million, in 2014 is at 195 million.

Brazil is expanding its presence in the world market, since 2003 has steadily improved its macroeconomic stability.

After strong growth in 2007 and 2008, the onset of the global financial crisis hit Brazil in 2008, but it was one of the first emerging markets to begin recovery. In 2010, consumer and investor confidence revived and GDP growth reached 7.5%, the highest growth rate in the past 25 years.

In 2011, the U.S. was Brazil's largest source of imports followed by China, Argentina, Germany, and South Korea. U.S. merchandise exports to Brazil in 2011 were US\$42.9 billion, and U.S. imports from Brazil were US\$31.3 billion. Unemployment is at historic lows and Brazil's traditionally high level of income inequality has declined for each of the last 15 years.

Furthermore during the next years Brazil will host several international events: for the World Cup and Olympic Games the Government will invest \$106 billion for infrastructure, health services, construction and transportation systems, public security; with significant commercial opportunities.

In this scenario Birth can be a chance to give a response to the growing need of specialized medical knowledge.



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## FORTALEZA



Spectacular beaches and tropical warm water: Fortaleza is one of the most popular coastal city in Brazil, a great destination for those who love the sea.

The city beaches of Iracema, Meireles, Mucuripe and Praia do Futuro attract loads of visitors also in the surrounding area of Ferreira do IPraca, center of Fortaleza, where you can enjoy shopping and dining. Restored colonial architecture, the historic Teatro José de Alencar, the Dragão do Mar Cultural Center, the local planetarium and many museums attract in Fortaleza more and more tourists, in the first six months of 2013 the city received 27.69% more foreign tourists than in the same period of the previous year.

## TRAVEL INFORMATION

The Pinto Martins International Airport is well connected with direct flights to Fortaleza from Miami, Atlanta, Lisbon, and many Brazilian and South American cities, as well as charter flights from several European countries.

You can travel to Fortaleza also by bus: there are two bus stations. Some local trains are also available and there are plenty of taxis. Car rent is a good option for travelling outside the city.





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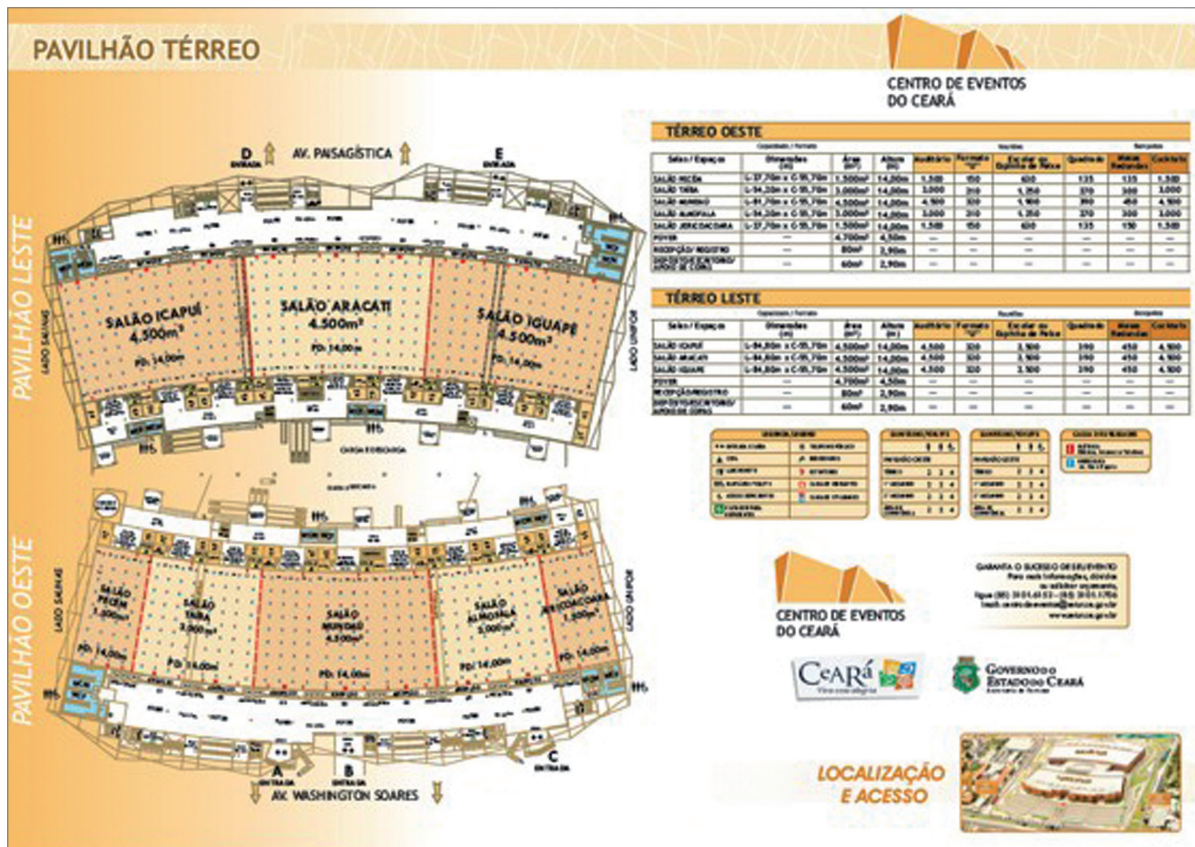
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## CONGRESS VENUE

Centro De Eventos Do Ceará  
Avenida Washigton Soares nº 999 - Bairro Edson Queiroz  
Tel 55 (85) 3101-1706/6152  
Email [centrodeeventos@setur.ce.gov.br](mailto:centrodeeventos@setur.ce.gov.br)  
From Airport: the Congress Center is just 8 km far from the main airport

## FLOOR PLAN





# Birth

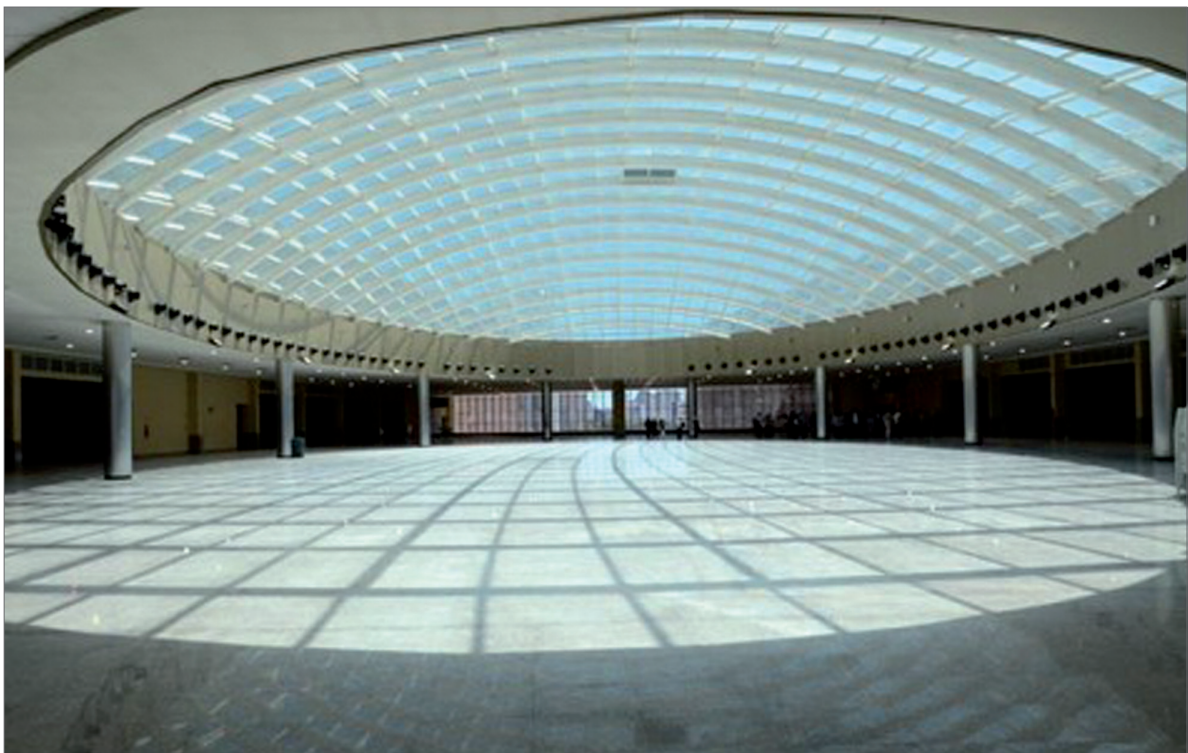
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## EXHIBITION AREA



Exhibition area of 3000 m<sup>2</sup>

08 booths - 9m<sup>2</sup>  
06 booths - 12 m<sup>2</sup>  
06 booths - 18m<sup>2</sup>  
05 booths - 24m<sup>2</sup>  
03 booths - 36 m<sup>2</sup>  
02 booths - 60 m<sup>2</sup>  
Total: 30 booths



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## CONGRESS VISIBILITY

Promotional activities are the main tools used by MCA Scientific Events to spread the news of the congress around the scientific world.

Communication will be planned according to the following steps:

- Mailing list – we send our event newsletter to more than 40.000 mailing contacts around the world in ob/gyn field
- Scientific Societies – we will get in contact with more than 500 sister societies supporting the congress among their members
- Related Congresses – we will plan cross promotion activities (web visibility and flyers exchange) months before the event
- Journals – the most important journals in ob/gyn field will publish the congress news and special ADVs
- Official website/Websites – the congress website will contain all the event information and it will be the most clicked tool, that is why we also promote the congress news on informational websites, linking to the official page of the congress
- KOLs / Hospital Departments / Universities and Schools of specialties –we count on reaching about 150.000 professionals in ob/gyn field with our marketing activities in the 18 months before the event

## SPONSORSHIP OPPORTUNITIES

Sponsors can be active part of the organization, creating tailor made messages to strike the target.

We have studied new tools in order to offer different Marketing activities, to communicate and promote our congress in strict relation with our Sponsors.

## DIGITAL TOOLS

- **USB key**  
Branding a USB key offers the possibility to spread in a direct way the information about the Company. The USB key is distributed by hand, it can contain various kind of files (documents, images, presentations, mp3). Moreover this tool can be used after the congress and allows the Brand to extend its awareness in the course of time.



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- **APP**

Branding the official App is the best way to get in touch with the attendees and being “in their hands” during the congress days. The App will serve as a guide for the whole event information (floor plan, timetable, abstract sessions etc.) and the Sponsor will be present with the official logo on the different sections or dedicated landing pages (procedures will be decided according to the congress characteristics).

- **QR CODE**

Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.

- **NEWSLETTER**

A dedicated newsletter is a strong tool to introduce the brand, as the communication is delivered directly to the attendees’ mail box. (sent out just once)  
Sponsorship of the official congress newsletters: the sponsor logo will be visible on all the newsletters, despatch schedule usually starts six months before the event and continues after it, sending thank-you messages and updates.

- **TV CC ADV. & DIGITAL SIGNAGE**

Sponsors can use the TV CC system, where required, as an advertising tool to spread promotional video communication (breaks) or the brand logo slide show.

- **SPONSORED TUTORIAL APPETIZER**

Branding short lectures teaser messages (for instance, “appetizer section sponsored by”, to be used also as an educational opportunity and broadcasted on the app before the event) allows the Sponsor to display the brand and related information in advance.

- **VIDEO ON THE CONGRESS WEBSITE**

The website is the digital space that contains all the material about the congress and it is an important window for the Sponsors. The Company can combine logo, video and other images of its business and include music and voiceovers to offer clear and concise information. The benefit in terms of visibility is that the website is one of the most clicked tools and it lasts from months before and after the congress.

- **CYBER AREA**

Branding the network cyber area allows the Sponsor to be present with its logo on the multimedia tools, signage and eventual complementary Wi-Fi accesses



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We made a rating of the communication tools, giving a score from 1 to 5 corresponding to the items in the first row, based on the Customer's engagement

	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
USB Key	5	3	4	5	5	4,4
App	4	3	4	3	5	3,8
QR Code	3	3	4	4	3	3,4
Newsletter	1	3	5	4	5	3,6
TV CC Adv. & Digital Signage	3	1	4	4	1	2,6
Tutorial Appetizer	1	3	5	5	5	4,4
TVideo on the website	4	1	4	4	4	3,2
Cyber area	3	3	4	4	4	3,6



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## TRADITIONAL TOOLS

- **ADV PAGE**  
A dedicated page on the scientific program, crucial reference point during the congress. The ADV page has different prices depending on the position in the program: cover, back cover or internal page.
- **EXCLUSIVE SIGNAGE**  
Creating a QR code of the Company website is a benefit both for the Sponsor and for the attendee. You can create a QR code of any internet page and URL address, so that you can communicate ads, events, photos, the conference program, coupons, menu and specials.
- **LANYARDS**  
High quality conference lanyards branded with the Sponsor's logo.
- **HAND OUTS**  
The flyer is given by hand to the participant (not in the congress bag), promoting, promoting the Sponsor's business and increasing the brand awareness.
- **NOTEPADS & PENS\***  
Notepads and pens branded with the Sponsor's logo or created directly as Company material. Exposure and distribution to every attendee via conference bag inclusion.
- **CONGRESS BAG\***  
High quality conference bags branded with the Sponsor's logo. Exposure and distribution to every attendee during the registration process.
- **CONGRESS BAG INSERTS\***  
They can be general flyers or other kinds of communication and gadgets, surely distributed to every participant in the congress bag.
- **SYMPOSIUM**  
*Luncheon:* the Sponsor can hold a commercial symposium during the lunch hour of the congress.  
*Parallel:* the Sponsor can hold a satellite symposium in parallel with the main event  
*Exclusive:* the Sponsor can hold an exclusive symposium
- **COFFEE BREAK, LUNCH, WELCOME COCKTAIL**  
To brand the area of the coffee break/lunch/cocktail.
- **BOOTH**  
The Sponsor can independently organize its space. We divide into categories our booth areas, according to the advantage the Company can benefit it.
- **SPEAKERS CORNER**  
Branding the area dedicated to the meeting between speaker and individual participant.



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- **CHALLENGE THE SPEAKER**

Branding the area dedicated to a discussion on themes proposed by the audience. Paper promotional material can be also distributed.

- **HOSPITALITY SUITE**

A reserved area of the congress dedicated to the Sponsor. It is a sort of reception, as it could happen in a real Company's office. These are crucial moments to engage the public and have focused feedback from the target.

\*Conditions for distributing the gadgets are to be determined with the organizing secretariat

	Contact Time	Quality of Contact	Number of Contact	Brand Visibility	Scientific Value	Average
ADV page	3	2	4	5	1	3
Exclusive signage	3	1	4	3	1	2,4
Lanyards	4	1	4	5	1	3
Hand outs	1	2	4	4	1	2,6
Notepad & Pens	5	1	4	5	1	3,2
Congress bag	5	1	4	5	1	3,2
Congress bag inserts	1	2	4	3	2	2,4
Luncheon Symposium	2	4	4	3	5	3,6
Parallel Symposium	2	4	3	3	5	3,4
Coffee Break	2	1	4	3	1	2,2
Lunches	2	1	4	3	1	2,2
Welcome cocktail	1	1	4	4	1	2,2
Booth	3	5	3	4	2	3,4
Speaker Corner	3	5	3	3	5	3,8
Challenge the Speaker	1	5	2	2	4	2,8
Hospitality Suite	2	5	1	1	5	2,8



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## MCAid GoGreen

When thinking green: food and tableware are two relevant items to look at. The carbon footprint of food and tableware is determined by its production, storage, transport and disposal. Practical alternatives are:

- Locally produced, seasonal foods
- Minimize packaging, and return the rest to the delivery
- Reusable dishes instead of disposable products; Local drinks (like juice and water)
- Vegetarian food (which is usually acceptable for all) with a vegan option – (to reduce the carbon footprint). Avoid highly processed foods (which also has a higher carbon footprint)
- Liaise with venue staff about recycling

### VENUE:

- Inform the manager of the venue about your commitment to sustainability and about options to make the venue more sustainable

### EQUIPMENT:

- Send pre-event information by email rather than hard copy;
- Avoid overprinting and duplicating documents provided during the event
- Recycled paper
- Pencil and pens made out recycled material

Involving Participants and Sponsor:

- Keep all informed of your commitment to sustainability and your efforts at gree
- Ask for their feedback: you could offer a prize or donation to charity like: Associação Padre Enzo - Solidariedade para Tamandaré
- Put forward the most imaginative ideas for improving future events
- Arrange an information stall.







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## ORGANIZING SECRETARIAT



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## LOCAL ORGANIZING SECRETARIAT



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