

# Case Study

A wide-angle photograph of a large, modern conference hall. The stage is in the foreground, featuring a wooden floor and a speaker in a dark suit standing at a podium. The podium is decorated with a large bouquet of white and blue flowers. A large audience is seated in rows of white chairs, filling the hall. The ceiling is high and features blue lighting accents. The overall atmosphere is professional and formal.

# EANM

(The European Association  
of Nuclear Medicine)

Christian Mutschlechner (pictured right) is one of the most highly-respected, senior executives within the international congress meetings industry. He is Director of the multi-award winning Vienna Convention Bureau. And former president of ICCA.

When one of his clients, Andreas Felser (below right), the Event Director at EANM told him he was looking for a professional MC and facilitator for their annual congress, Christian recommended Roy Sheppard. They had worked closely together at numerous large-scale global conferences for the International Congress & Conventions Association)



## Websites

[Vienna Convention Bureau](#)

[EANM](#)

[ICCA](#)

A wide-angle photograph of a large, modern conference hall. A speaker in a dark suit stands on a wooden stage, gesturing towards a large audience seated in tiered rows. The stage is decorated with greenery and two black speakers. The ceiling is high with recessed lighting and stage lights. The overall atmosphere is professional and high-tech.

# year 1

*We were looking for a moderator/facilitator for the opening and closing ceremonies of our annual conference but Roy delivered so much more. His professionalism and very British sense of humour transformed our conventionally stiff events into entertaining, interactive shows – exactly what was needed to get things off the ground.*

*By generating a lively atmosphere, he succeeded in connecting people who might not otherwise have met each other and left a lasting impression with all of us. If you have ever the chance to work with him – do it!"* **Andreas Felser, Executive Director EANM, Vienna.**

Barcelona - 6,300+ delegates

year 2



## Year 1

Roy was MC for the opening and closing ceremonies. He shot numerous videos for social media working alongside their regular TV crew from Nuremburg based [Julos.tv](#). To speed up the awards ceremony during the closing session, Roy also shot the award handovers on video. He also helped 'produce' and coached all participants for the closing ceremony to make it far more streamlined and professional.

## Year 2

In addition to year 1 duties, for year 2 Roy offered to deliver 3 x 90 minute lunchtime lectures for the 'youth track'.

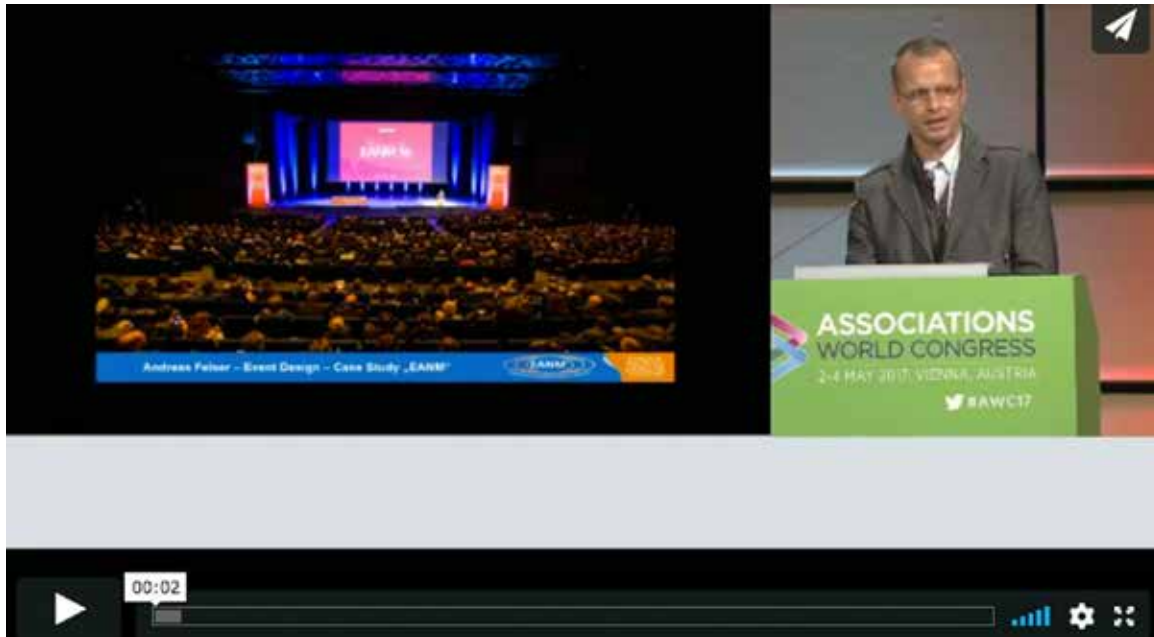
The EANM congress committee made a bold decision to add these non-medical sessions to the scientific programme.

- How to 'network' more confidently at the congress
- Presentation skills and
- How to develop your personal & professional reputation.
- Be Stronger: mentally, emotionally, physically and spiritually. (for year 2)

More than 300 young professionals attended each day.



At the 2017 Associations World Congress, Andreas Felser, EANM's Event Director was invited to speak about why association meetings must become more professional. He explained in detail how Roy helped them to achieve this for EANM. Hear what he said in the video below:



One of the voluntary youth track career-development workshops presented by Roy Sheppard at EANM17 in Vienna.



# video reporter



With many years experience as a former BBC reporter and TV news anchor, Roy works closely with the regular film crew interviewing congress attendees, recording vox-pops and recording sequences for the awards ceremony at the closing plenary session.

(At congresses where there is no film crew, using his own video and audio recording equipment, he is often asked to record video interviews for his clients.)



A short video featuring some of Roy's work as MC, workshop leader and video reporter at EANM17 in Vienna.



Set up in 2016, ESMIT (The European School of Multi-Modality Imaging and Therapy) is a specialist medical school for nuclear medicine students. Following the success of Roy's first 90 minute lecture on presentation skills at the EANM congress in Barcelona, Roy was invited to give a two-day course on presentation and facilitation skills to help future ESMIT lecturers.

All are nuclear physicists. Most are professors. All have MANY years experience of lecturing.

The ESMIT board decided to make this course mandatory. This decision was NOT popular among the professors, some of whom felt insulted. In short, some course attendees did not want to be there!

However, without exception (so far!) every attendee has stated how valuable the course was.

## **Feedback extract**

**Would you recommend this course to colleagues? 100% stated YES.**

**How knowledgeable was Roy on the course topics?**

Excellent, Roy was very effective, Very high, He was extraordinary, Very knowledgeable, Stellar, Top, Very experienced, inspires you, makes you enthusiast to implement things in the future, Thank you, Roy! Give yourself 200%!

# About Roy Sheppard

## Expert High-Stakes, Small & Large Meeting Facilitation

No matter why you are holding a small or large meeting that includes genuine discussion and dialogue, it often pays to bring in a well-briefed, experienced external facilitator like Roy to keep everyone focused and moving forward towards a common goal. When the stakes are high – Roy can be trusted to deliver.

For those meetings where there's an 'elephant in the room' that needs 'managing'.



Visit Roy's website for videos and downloads  
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