

# 2. CONVENTION HEALTH BENEFIT

VIENNA, 09. – 11.12. 2018

# CHB 2018

This year again CHB shall take place during the Advent in Vienna, this time at two exclusive locations - for the second time at the HOFBURG RESIDENTIAL PALACE and, for the first time, at KURSALON HÜBNER.



[www.convention-health-benefit.at](http://www.convention-health-benefit.at)

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## VIENNA MEDICON FORUM TOPICS

### HEALTHY IMAGE

Employee motivation or customer satisfaction:

***What is more important?***

### STIGMATIZATION IN TOURISM

Investment for health:

***Uncover hidden opportunities!***

### TELEMEDICINE


Visits to the doctor vs. telemedicine:

***Protect patient privacy and data security!***

### HEALTHY BUSINESS

Buying health vs. prevention:

***How to reduce long-term sickness absence in your business?***



German and English languages shall be used in communication with simultaneous translations during the forum. There is also the option of translating and subtitling completed film materials.

*The professional part of CHB is the continuation of the first Convention.  
On the CHB website, see more under “Hot Facts“ and “Program“*

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## Driving attention creating demand!



**HOFBURG**  
VIENNA

### Why Hofburg?

During recent history, Hofburg has been the meeting place of statesmen and celebrities from the entire world, a well-known place where numerous of traditional balls has taken place. The Hofburg Palace has been providing offices for the President of the Republic of Austria, as well as the Austrian Parliament, since 2017.

### Why Kursalon Hübner?

The Kursalon Hübner, the central building of the Stadtpark, served as a venue for concerts and public dances ever since 1868. Instantly, the Kursalon Hübner was Vienna's most fashionable and trendy place to go out. Today, the concerts are popular mostly with tourists: There are approximately 500 a year with around 200,000 visitors.



**Kursalon**  
BETRIEBS GES.M.B.H.

In cooperation with the "Vienna Film Commission", we shall enable video recordings at outdoor Vienna landmark locations this year as well.

### Why Vienna?

Vienna is a tourism city, a gateway to the business and culture world.

### Why December?

During the Advent time Vienna is at its best, dressed up and decorated like a fairy tale. This enjoyable and exceptional Christmas atmosphere, combined with the authentic rooms of three famous palaces are the background to our 2. Convention.



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## CHB PARTICIPANTS

Convention Health Benefit is anticipated for all business subjects, regardless of size and industry, who want to promote health and gain a positive image. In today's world, it is important to stand out from the competitors for the right reasons. Your association with our Campaign will only reinforce the positive image you've worked so hard to build.

### *Imperial ceremonies at Convention Health Benefit 2017*



Category: NGO

Anja Žagar and Ingo Ingram  
Subject: Friedensflotte "Mirno More" Salzburg



Category: Publishing and NGO

Dr. Gerhard Pöttler  
Subject: „Healthcare in Austria“/„School on Beach“



Category: Telemedicine

Dr. Andrea Vincenzo Braga  
Subject: Bragapraaxis and Bragamed Ltd.



Category: Cosmetics

Marianne Varga  
Subject: „Dr. Juchheim Cosmetics“



Category: Insurance

Mag. Peter Reinbacher  
Subject: proVidere GmbH



Category: Hospital

Dr. Fawzi Al-Hammouri  
Subject: Specialty Hospital, Amman, Jordan

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## CONVENTION HEALTH BENEFIT

The word “Convention“ in the CHB title emphasises the **purpose** of the event – improving the interdisciplinary communication between the medical and tourism experts, insurance companies and the users of the services they provide (patients/guests/insured persons).

**IMPROVING  
INTERDISCIPLINARY  
COMMUNICATION**

The words “Health“ and “Benefit“ in CHB are recognisable in different languages and they emphasize the **goal** of the Health Benefit Campaign – to broaden the awareness of stigmatisation of ill and elderly persons in tourism.

**AWARENESS OF  
STIGMATISATION OF ILL  
AND ELDERLY PERSONS  
IN TOURISM**



## GOALS OF CHB

The goal of CHB is professional development, exchange of experiences and realization of new business contacts of all participants (delegates, competitors and partners).

**PROFESSIONAL  
DEVELOPMENT**

The goal of CHB is strengthening the image of all participants by establishing communication with their own clients and business partners (prize game) before and after CHB, that is, throughout the entire year.

**IMAGE STRENGTHENING**

The goal of CHB is to enable the partners to invite and host their own VIP guests.

**INVITING OWN VIP  
GUESTS**

The goal of CHB is production of unique advertising materials (HD video) for ongoing promotion of partners and competitors.

**UNIQUE PROMOTION**