

Gold Coast offers more value for Haemophilia Foundation Conference

The event

The 17th Australian & New Zealand Haemophilia Conference was held at the QT Gold Coast in October 2015. The successful conference attracted 225 delegates made up of people with bleeding disorders, their families and carers, as well as health professionals and policy makers.

Hosted by the Haemophilia Foundation Australia (HFA), the organisations role is to improve the treatment and care of people with bleeding disorders through representation and advocacy, education and promotion of research.

The multidisciplinary program was designed to update delegates on the latest product and treatments while at the same time provide a platform to share information. The conference also incorporated a trade exhibition.

Why Gold Coast?

According to Director of Development, Natasha Coco, the decision to select the Gold Coast was strongly influenced by the number of options available that could meet the organisations' budget.

"Our experience was that the Gold Coast offered great value for money. Quite simply, there's more bang for your buck," she said.

According to Natasha, delegates really enjoyed the way the Gold Coast instantly felt like an escape from the daily grind, stepping straight into holiday mode as soon as they touched down.

"The climate was definitely a real plus for our delegates, the Gold Coast sunshine is a real crowd pleaser. They also really appreciated a destination that was so family friendly."

When asked about other factors that attributed to the success of the conference, the QT Gold Coast was rated as an outstanding venue.

"The QT was different, it was funky and fun. Right from check-in until the conference close, the hotel staff made us feel so welcome. It was a refreshing change to run of the mill conference venues," she said.

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