



Press Release

Expert Panel on the treatment of infectious diseases

MEDIA CONSULTA organises international conference in Lisbon

Berlin, 11 November 2010. Containing both new and known infectious diseases is a big challenge for the public health sector. Diseases like swine flu, tuberculosis, HIV and hepatitis have proved this fact in the past. It is therefore very important for doctors, health experts, researchers and epidemiologists to exchange opinions about current scientific developments. Only by doing so the treatment of infectious diseases in Europe can be improved and the public health sectors can be prepared for the future. The European Scientific Conference on Applied Infectious Disease Epidemiology (ESCAIDE), which takes place from November 11 until November 13 in Lisbon/Portugal, is one of the most important panels in this field. This year 500 experts are expected to attend the conference. In co-operation with its subsidiary in London, MEDIA CONSULTA (MC) has designed, organised and implemented the conference, including two accompanying evening events.

Representatives of medical schools from European universities, agents of professional institutions and business experts at ESCAIDE will discuss and find out about scientific research results and the implementations of these results on a national level. In addition, improved preventative mechanisms in case of a new flu pandemic as well as innovative methods to identify and classify infectious diseases will be discussed.

MC UK accounts for the accompanying press relations and internationally promotes the ESCAIDE with press releases, placement of advertisements and mailings. The MC Event GmbH in Berlin manages all further measures of the integrated campaign: development of a conference layout, production of all conference material and the logistic organisation including on-site assistance.

Host of the ESCAIDE is the European Center for disease prevention and control (ECDC). Since 2006 MC is in charge of several campaigns for the



agency of the EU commission, for instance integrated measures for crisis communication and the development of a corporate design.

The complete programme as well as further information on ESCAIDE is available on <http://ecdc.europa.eu/en/ESCAIDE>.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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