



A Global Celebration  
of Dermatology  
[www.derm2015.org](http://www.derm2015.org)

## **PRESS RELEASE – JANUARY 5, 2012**

### **SIMPLY EVENTFUL MANAGEMENT INC. APPOINTED AS THE OFFICIAL PROFESSIONAL CONFERENCE ORGANIZER FOR THE 23<sup>RD</sup> WORLD CONGRESS OF DERMATOLOGY TO BE HOSTED IN VANCOUVER IN 2015**

**Vancouver, January 5, 2012** – Dr. Jerry Shapiro, President and Dr. Harvey Lui, Secretary-General of the 23<sup>rd</sup> World Congress of Dermatology, are pleased to announce Simply Eventful Management Inc. as the official professional organizing team for the largest international gathering of dermatologists which will take place in June 2015. The World Congress of Dermatology is convened every four years and Vancouver's bid to host this meeting proved to be successful when it topped Rome, Vienna, and Bangalore during voting by delegates at the most recent World Congress of Dermatology in Seoul in May 2011.

"Simply Eventful has worked tirelessly with our Canadian bidding team since 2007 to position Vancouver for success. Their expertise in managing a strategic and complicated bidding process really made all the difference for us," observed Dr. Shapiro, adding "they were with us every step of the way."

Established in 1998, Simply Eventful Management Inc. is operated and managed by two seasoned principals, Bernice Chu and Annette McCunn who have over 41 years combined experience in congress and event management. Recognized for their excellence and dedication in providing personalized service, the Simply Eventful Management team is

*... MORE*

(Press Release – January 5, 2012 cont'd)

already working diligently to prepare the largest and most exciting World Congress of Dermatology. Simply Eventful Management will oversee all logistical aspects of the World Congress of Dermatology while Drs. Shapiro and Lui will coordinate the scientific and medical program.

“We are absolutely delighted that we will be able to work with Bernice Chu and Annette McCunn over the next four years to bring dermatologists from around the world to our city and our country,” echoed Dr. Harvey Lui. The Vancouver bidding team and Simply Eventful Management have been able to draw on support and expertise from Tourism Vancouver, the Vancouver Convention Centre, and the Vancouver Hotel Destination Association. “This Congress will have a tremendous positive impact on our local economy and medical community.” Over 15,000 delegates from around the world are expected to converge on Vancouver from June 8-13, 2015 for ‘A Global Celebration of Dermatology’.

--30--

***For more information contact:***

Dr. Harvey Lui, [harvey.lui@ubc.ca](mailto:harvey.lui@ubc.ca), 604-875-4747  
23<sup>rd</sup> World Congress of Dermatology – Vancouver 2015 – [www.derm2015.org](http://www.derm2015.org)

Ms. Annette McCunn, [annette@simplyeventful.com](mailto:annette@simplyeventful.com), 604-738-8600  
Simply Eventful Management Inc – [www.simplyeventful.com](http://www.simplyeventful.com)