

Empowering knowledge



Welcome to the December edition of **EKN**, your source for the latest insights, innovations, and stories from across Kenes Group. This month, we explore how storytelling can make medical education more impactful, spotlight the leaders shaping our vision, and showcase the digital tools transforming learning worldwide.

With the holiday season just around the corner, we extend our heartfelt thanks to our clients, partners, and delegates for making 2025 such an inspiring and successful year. Your engagement drives our work and inspires us to keep raising the bar.

We wish you **happy holidays and a wonderful start to 2026!**



Kenes News

The Science of Storytelling in Medical Learning



How do you make medical education truly memorable? According to Pamela Funes, Continuing Education Manager at Kenes Group, the answer lies in the art — and science — of storytelling. In her recent talk at *MicrolearningCONF*, Pamela explored how narrative techniques can turn complex medical training into powerful, human-centered learning experiences that stick. From patient stories that boost empathy to microlearning tools that make education more accessible, her

insights reveal why emotion and science belong together in modern healthcare education.

Read

Making a Local Impact: School Supplies Donation in Cape Town

As part of this year's IGCS Annual Global Meeting in Cape Town, the society and the Kenes team introduced a meaningful new CSR initiative: donating essential school supplies to Ysterplaat Junior Primary School. Thanks to the dedication of our Madrid and Tel Aviv offices, close coordination with the local SBMA team, and the thoughtful contributions brought onsite by colleagues and delegates, this effort supported young learners and created a positive legacy beyond the congress itself. It reflects our shared commitment to hosting events that not only advance global knowledge but also make a real impact in the communities we touch.



Meet the Management – Omri Peled



In this episode of our "Meet the Management" series, **Omri Peled, AVP Marketing**, shares how Kenes Group is leveraging data, alignment, and innovation to elevate the entire marketing experience. From the vast insights generated across our global portfolio of events to the KPIs that guide every step of the marketing journey, Omri explains how his team continuously optimises performance and delivers smarter, more impactful campaigns.

Tune in to discover how innovation happens behind the scenes and where it takes us next.

Watch

Kenes Events

EAPS 2025: Celebrating a New Chapter in Paediatric Science and Community



This year's European Academy of Paediatric Societies (EAPS) Congress marked a bold new chapter for the paediatric community. Held in Lisbon for the first time as an annual hybrid event, EAPS 2025 brought together thousands of healthcare professionals in person and online, creating an inspiring space for learning, connection, and innovation.

Discover how we redefined collaboration, accessibility, and engagement in paediatric education and set the stage for an exciting 2026 edition in Athens.

[Read](#)

Kenes Articles

Is your marketing AI-ready?

AI is reshaping event marketing faster than most teams can keep up, from real-time session summaries to personalised websites and smarter content creation. Our latest *Kenes Insights* article explores what it really means to be “AI-ready” today, and how event marketers can blend data intelligence with human creativity to deliver campaigns that adapt, evolve, and resonate. If you're wondering where to start or how far the industry has already come, this is essential reading.

[Read](#)

Sustainability in Events: Taking Care of the People Who Care



Behind every sustainability initiative in our industry are people, passionate professionals working tirelessly to make events better for the planet and for future generations. But as Elena Fis reminds us in her thought-provoking piece, that dedication often comes with an emotional cost: burnout, loneliness, and the quiet weight of responsibility.

Read the article to learn how to build a truly sustainable event while also caring for the people who make it possible.

[Read](#)

Upcoming Events



2nd Asian Conference on Innovative
Therapies for Diabetes Management
(ATTD-ASIA 2025)

09 – 11 Dec
Singapore



5th FLASH Radiotherapy and Particle
Therapy Conference
(FRPT 2025)

10 – 12 Dec
Prague & online



Rue François-Versonnex 7, 1207 Geneva, Switzerland

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