

Empowering knowledge



Welcome to the New Empowering Knowledge Newsletter!

We are proud to unveil a refreshed design – created with you in mind and inspired by the new Kenes branding.

The new format is more intuitive and easier to navigate, helping you stay informed about the latest news in events and association management, valuable industry insights, and key Kenes milestones.

Thank you for being part of our global community.

Kenes News

Kenes Group Unveils New Branding as Part of 60th Anniversary Celebrations

The rebrand, unveiled as part of this milestone year, is a visual and strategic evolution designed to reflect the company's growth, pioneering spirit, and forward-looking vision.

The new brand identity retains the iconic red colour, symbolising passion, focus, and energy while introducing a refined logo with modern, organic shapes that reinforce the company's dynamism and forward-thinking ethos.

[Read More](#)



**kenes
group**

Empowering
knowledge

Kenes Forest: Planting a Legacy for a Greener Future

At Kenes, we believe in taking responsibility for our environmental impact. As we celebrate 60 years of innovation and excellence, we are also looking forward to a future where sustainability is at the heart of everything we do.

To mark this occasion, we are thrilled to announce the Kenes Forest, a special initiative in partnership with Treebytree to restore degraded landscapes in Tanzania.

This project is our way of making a lasting impact—offsetting our 2025 business travel emissions while supporting reforestation, biodiversity, and local communities.

[Read More](#)

Kenes 60th Anniversary Legacy Forest

822.85 TONS
of CO₂ emissions =
2,060 TREES

A tree planted for every business trip in 2025!



Kenes Articles



HeadQuarters Magazine 60 Years of Excellence: How Kenes Group Masters Risk Management

As the company celebrates its 60th anniversary, it is a testament to its ability to manage risk effectively, **turning crises into opportunities** and emerging stronger through challenges. At the recent Kenes 60th Anniversary and Leadership Summit 2025 held in Vienna, Austria, Executive Chairman and Chief Vision Officer **Dan Rivlin** highlighted risk management as the key factor to the group's long-standing success.

[Read More](#)

Partnership Makes the Difference

Bostrom & Kenes: Leveraging Human Synergies

In this episode of the Bostrom b. Cast, Jeanne Sheehy (Bostrom CMO), sits down with **John Dee, Bostrom CEO, and Ori Lahav, Kenes Group CEO**, for an invigorating conversation on how they both got started in the association industry/event management world, why Kenes Group and Bostrom started a strategic partnership last year, and what changes are on the horizon for the events and association industry in the next 5 years and how AI will play into all of this.



[Listen Here](#)

Kenes Events

PTCOG 63 to Highlight the Launch of Argentina's First Proton Therapy Center

The **63rd Annual Conference of the Particle Therapy Cooperative Group (PTCOG 63)**, organized by Kenes Group, will take place June 2–7, 2025, in Buenos Aires, gathering leading experts in particle therapy. This year's event coincides with a major regional milestone: the launch of Argentina's first Proton Therapy Center (**CeArP – Centro Argentino de Protonterapia**), a flagship project advancing cancer treatment and research in Latin America.

[Read More](#)

A banner for the PTCOG 63 Buenos Aires 2025 conference. The background is a night-time aerial view of Buenos Aires, Argentina, with city lights and the Obelisco de Buenos Aires visible. The text is overlaid on the image.

PTCOG 63
BUENOS AIRES 2025

**63rd ANNUAL PTCOG
CONFERENCE**

**2 - 7 JUNE 2025
BUENOS AIRES,
ARGENTINA**

| ptcog63.org
| [#PTCOG63](https://twitter.com/PTCOG63)

  

Upcoming Events



93rd EAS Congress
(EAS 2025)

4-7 May 2025
Glasgow, UK



18th International Congress on
Myelodysplastic Syndromes
(MDS 2025)

7-10 May 2025
Rotterdam, Netherlands



Govtech 4 Impact World Congress
(G4I 2025)



**57th Annual Meeting
of the European Society for
Paediatric Gastroenterology,
Hepatology and Nutrition**

14-17 May 2025 | Helsinki, Finland

12-14 May 2025

Madrid, Spain

57th Annual Meeting of the European
Society for Paediatric Gastroenterology,
Hepatology, and Nutrition
(ESPGHAN 2025)

14-17 May 2025

Helsinki, Finland



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