



# annual report

2024



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# About Kenes Group

Kenes Group, a global leader in professional congress organisation and association management, proudly marks its 60th anniversary in 2025. Founded in 1965, Kenes Group has grown from a visionary start-up to a world-renowned organisation, standing as a testament to resilience, innovation, and an unwavering commitment to excellence.

- Over the past 60 years, Kenes Group has facilitated the exchange of professional research, committed to its mission of Empowering Knowledge, furthering quality learning, and creating cross-disciplinary collaborations through educational events, communities, and programs.
- From its earliest days, Kenes Group has been a pioneer in transforming scientific meetings into global knowledge-sharing platforms. The company has been instrumental in facilitating countless medical breakthroughs, scientific collaborations, and professional connections that have shaped industries and improved lives.
- What distinguishes Kenes Group is its ability to adapt and innovate in an ever-changing world. From navigating global challenges such as economic recessions, natural disasters, and the COVID-19 pandemic, to embracing the emerging innovations around generative AI and sustainable practices, Kenes Group has consistently demonstrated its ability to evolve and lead.
- At the heart of Kenes Group's success are its people. With over 400 professionals across 15 offices worldwide, the company operates as a global family, united by a shared commitment to excellence and a passion for making a difference. This familial culture, combined with a deep understanding of both the business and human aspects of the industry, has been a cornerstone of Kenes Group's enduring success.
- As Kenes Group celebrates this milestone, the company remains focused on the future. With a clear vision and a commitment to innovation, Kenes Group is exploring new markets, products, and partnerships to further its mission of advancing global knowledge exchange.



# 01

## about





## Statement from the Chairman

Kenes Group is celebrating a legacy of 60 years. It is an opportunity for us to look back with pride at what we achieved together with our clients, partners, attendees and supporters.



The business environment has changed drastically over these six decades. Nevertheless, our values have not changed. We are proud of the enduring strength of those values, which include a sustained commitment to our people and our partners in the achievement of lasting goals.

We are especially proud of our adaptability. It is a combination of innovation and proactively gaining new skills to thrive in an ever-changing world.

When we were to define what signals us out: We Care. Caring is the motivation behind our activities. The energy which always pushed us forward; it is because We Care.

The experience and expertise gained over the years is treasured within our company's culture and Our People – the main strength we have in our asset column.

For us, innovation is not a slogan. It is a way of living. It signals that we are always open to trying innovative ideas and new concepts. We understand that some will fail while others are triumphant. It is this goal of constant improvement which serves as our beacon all these years.

These values were carried like a torch from one generation to another. Our mixture of talents – newcomers and seasoned veterans alike – have always been the engine behind our success.

To paraphrase Charles Darwin: "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

We believe that our adaptability will ensure our collective bright future.

*Dan Rivlin*

“

For us, innovation is not a slogan. It is a way of living.

Dan Rivlin, Executive Chair & Chief Vision Officer (EC & CVO)





## Statement from the CEO

I am excited to present our first ever Kenes Group annual report.

For 60 years, Kenes Group has facilitated knowledge exchange and united global communities through scientific meetings. From our earliest days, we've been pioneers in transforming scientific meetings into global knowledge-sharing platforms.

This year marks our 60th anniversary, and we are proud of our achievements.

2024 has been a remarkable year for our organisation, with results improving significantly across all sectors. We experienced an increase in demand that even surpassed the pre-COVID era.

The meeting industry is dynamic and evolving rapidly. I am pleased to report that we have been proactive in anticipating changes and are at the forefront of numerous emerging trends, including artificial intelligence, technology, and sustainability, among others.

In 2023 and 2024, we saw the AI revolution begin to profoundly impact our personal and professional lives. At Kenes, we've embraced AI, implementing products that enhance efficiency and client experiences. For instance, AI abstract submission recommendations and AI session summary enhance attendee engagement with personalised content recommendations, adding valuable insights through data analytics and so much more.

Another major trend we have all experienced is the shift from the traditional concept of one annual meeting to year-round activation. We support our association and organisation clients with year-round engagement, offering digital educational solutions via UNLOK, regional meetings, webinars, workshops, pop-up events, and advocacy campaigns. Our UNLOK platform has been instrumental in providing continuous learning opportunities, allowing professionals to stay updated with the latest advancements in their fields through interactive and easily accessible online courses.

Sustainability remains a core value. During 2024, we earned ISO:20121:2024 certification for sustainable events – a truly significant achievement. This combines with the fact that we have been a member of the UN Global Compact over the last two years. Our aim is to achieve Net Zero Emissions



by 2050. This commitment is reflected in our efforts to minimize the environmental footprint of our events, associations, and equally important, internally.

Kenes Group has now become a global powerhouse with a portfolio of solutions. Besides being a Professional Congress Organiser (PCO) and an Association Management company (AMC), we offer digital educational services, a global marketing agency, tailored technology solutions, Kenes M+ for small to medium-size associations and much more. All with the same level of delivery quality that is deeply rooted in our DNA.

Our true asset is our people, more than 400 employees across multiple locations and nationalities, working as one family. Their commitment to excellence, innovation, passion, and quality drives our success. We invest in the well-being, work-life balance, and satisfaction of our people, we strive to create an environment where our employees can thrive and find fulfillment in their roles.

I would like to take this opportunity to thank our clients and partners for their trust and collaboration in creating positive global impacts. We look forward to a future of growth, legacy, and prosperity. Together, we will continue to push boundaries, explore new possibilities, and make meaningful contributions to the global community.

Enjoy our annual report.

As always, staying optimistic,

*Ori Lahav*



# Our Leadership



**Gideon Rivlin**  
Founder  
(1932–2021)



**Dan Rivlin**  
Executive Chair & Chief  
Vision Officer



**Ori Lahav**  
Chief Executive Officer



**Dr. Markus Preußner**  
Managing Director,  
INTERPLAN



**Bruno Lichtinger**  
Managing Director,  
INTERPLAN



**Sadik Caglar**  
Managing Director,  
Kenes M+



**Avital Rosen-Topel**  
Vice President,  
Business Development



**Limor Cunia**  
Vice President,  
Clients & Operations



**Adi Ingber**  
Vice President,  
Human Resources



**Jason Ng**  
Managing Director,  
Asia Pacific

“Our vision: A world where professional knowledge exchange is reinvented.”



**Omri Peled**  
Associate Vice  
President, Marketing  
Management



**Uzi Drori**  
Chief Information  
Officer



**Natan Lieber**  
Chief Financial Officer





# Kenes Group Global Presence



## Kenes Group Entities

Geneva (Switzerland)

Tel Aviv (Israel)

Sofia (Bulgaria)

Amsterdam (The Netherlands)

Madrid (Spain)

Hamburg, Berlin, Leipzig,  
Munich (Germany)

Istanbul (Turkey)

Dubai (UAE)

Bangkok (Thailand)

Singapore (Singapore)

**Miami, FL (USA)**

Kenes Group

UNLOCK Education

Kenes Association  
Management

Kenes Marketing

## Interplan

Kenes M+

Kenes Asia

# Original Events

Kenes Group has the power to turn ideas into reality and create Original Events that people remember.

### Why Original Events:

We invest in emerging topics to create platforms for knowledge exchange in the form of independent event brands.

### Collaboration:

We support individuals and institutions with unique ideas to create leading conferences in the field.

### Success:

We combine the right resources and deliver a high quality, memorable participant experience.

### Vision & Concept:

We aim at changing the typical meeting environment with:

**GIVING ACCESS** to simulations and practical training throughout the meeting

**PROVIDING** a breadth of education options that match different levels of expertise

**CONNECTING** a community of innovators

**CURATING** meetings between business partners, mentors, and competitors

**GOING BACK** to the hands-on methods for creative solutions and powerful engagement

## Kenes Group 2024 Original Events Conferences & Events



# Kenes Associations Management

As a trusted provider of professional management services to international and European associations, Kenes Associations Management has a proven track record in supporting scientific, medical organisations. In 2024, we continued to deliver strategic leadership, operational excellence, and tailored solutions that fostered the growth and development of our clients.

Over the past year, we expanded our global impact by strengthening member and community engagement, driving organisational growth, and enhancing advocacy for the causes our clients champion. With expertise in strategy, governance, executive management, membership services, and financial management, we empower associations to navigate an evolving landscape with confidence.

Our client portfolio grew to 25 long-term partnerships, with a strong commitment to delivering high-quality service reflected in consistently excellent client satisfaction scores.

Our team also expanded to 38 professionals across more than 10 global locations. Team engagement remains a key priority, with initiatives focused on knowledge-sharing, skills development, and best practices. Additionally, we have embraced AI and automation to enhance efficiency and improve service delivery for the communities we support.

“2024 was a year of growth for Kenes Associations as we welcomed new clients and increased our support with existing partners. Through innovation, collaboration, and a deep commitment to excellence, we continue to empower associations to thrive on a global stage.”

Kenes Association Management, AVP  
Association Management, Louise  
Gorringer





# Kenes Marketing

## Global Performance and Audience Engagement

Kenes Marketing is a full-service, 360° global marketing agency composed of 35 international talents who bring creativity, strategy, and technical expertise to every project. We offer A-to-Z solutions for event marketing and communication, supporting every phase of our clients' journey—from initial strategy and research to execution and performance analysis. Our services span branding, planning, design, website development, SEO, online advertising, social media, marketing automation, email campaigns, and beyond.

With a proven track record of growing client reach and enhancing event success year after year, we take pride in delivering impactful, data-driven marketing solutions tailored to each organisation's goals. Our agile, multidisciplinary team leverages the latest AI technologies to increase efficiency and stay ahead of the curve—without compromising creativity or quality.

We specialize in both digital and onsite experiences, with a strong focus on social media coverage and real-time engagement. Thanks to our continuous investment in new tools and platforms, we are able to create compelling content and meaningful user journeys that drive measurable results.



The Kenes Marketing Department continues to play a critical role in driving business growth, supporting core operations, and creating a solid foundation for the company's future expansion and global positioning.

In 2024, the Marketing Department played a pivotal role in supporting over **48 international events**, generating attendance of more than **70,000 delegates** worldwide. The shift back to in-person meetings continued with strong momentum, with **over 90%** of delegates attending onsite and **10%** participating virtually.

## Commercial Contribution and Strategic Growth

Marketing activities contributed to a year-over-year sales increase of **8%**, driven by growth across both **product sales and symposia sponsorships**. Strategic emphasis on **AI-based solutions**, including AI-powered translation services, has enhanced the delegate experience while creating new revenue opportunities.

## Operational Highlights



**17,000+ social media assets**  
published across channels



**Over 30 million targeted emails**  
executed globally



**34 congress websites**  
developed and maintained



**115 social media channels**  
managed with a net audience growth of 45,000+ followers



**Over 45K Total Net Audience Growth**  
across our social media channels



## Strategic Priorities for 2025 and Beyond

Advance **AI-powered innovations** to further enhance onsite experiences.

Strengthen **data capabilities** to enable deeper personalization and smarter marketing.

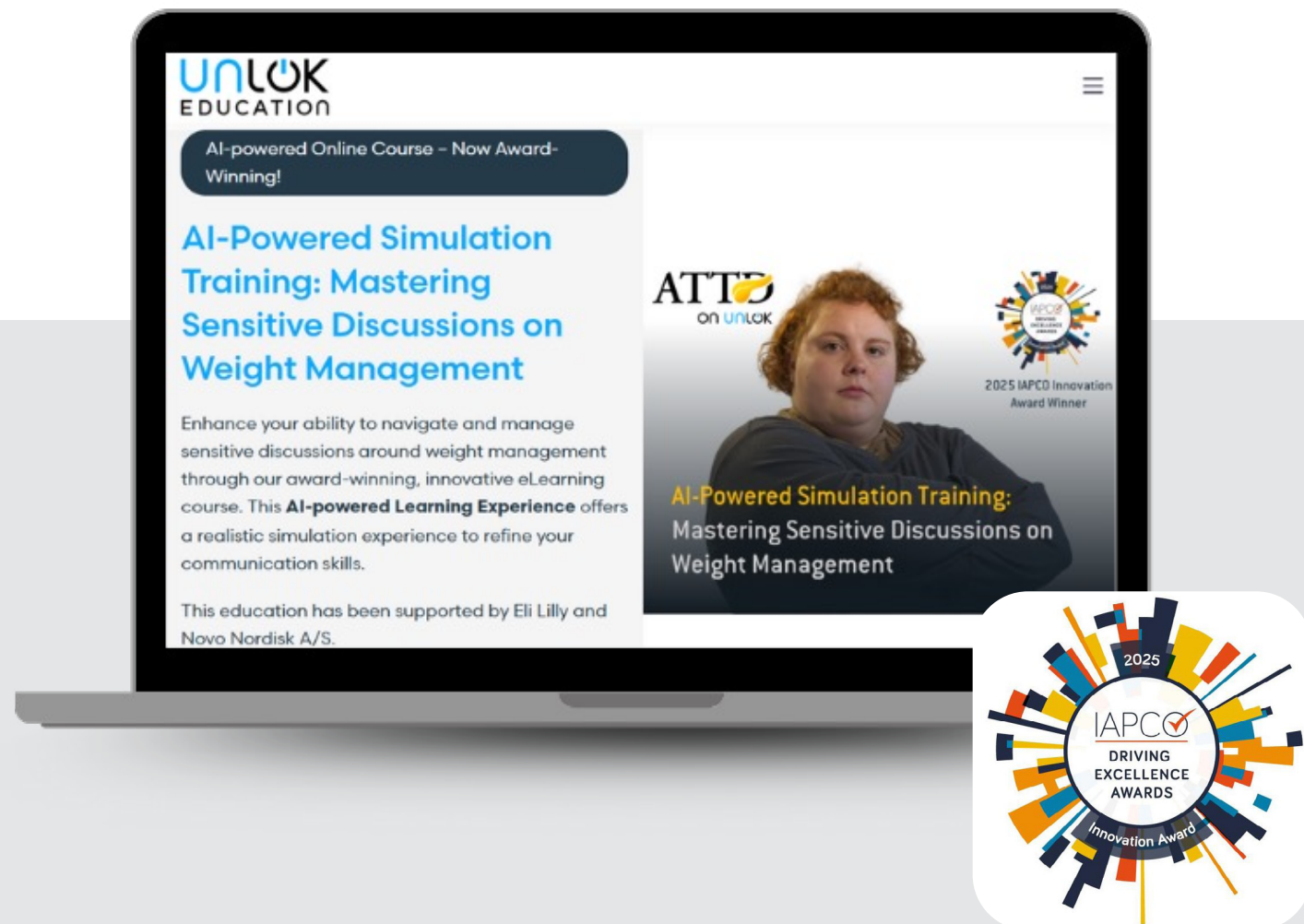
Optimize **creative development** to align with evolving brand narratives.

Expand **content marketing initiatives** to reinforce global positioning and thought leadership.



# UNLOK Education

UNLOK Education is an award-winning learning platform developed by Kenes Group, building on our education program launched in 2012 to support medical associations with year-round engagement and extend the impact of their annual events. The platform evolved rapidly during the COVID-19 pandemic, addressing the growing need for virtual access as in-person congresses shifted online. Today, UNLOK combines advanced virtual capabilities for remote attendees with accredited, outcome-driven content tailored for healthcare professionals. With AI-powered personalization, mobile access, and a wide range of formats—from micro-learnings to webinars and virtual patient cases—it delivers high-quality education that supports clinical excellence and continuous professional development, aligned with the highest CME/CPD standards.



## UNLOK Education Highlights

**User base grew by 73%:**  
compared to 2023 – nearly doubled in one year.

**Specialty coverage expanded:**  
including diabetes, neurology, microbiome, autoimmunity, cardio-renal, hospital-at-home, and obesity.

**Launch of UNLOKall:**  
a new CME-accredited platform for general practitioners.

**Diverse content formats:**  
webinars, e-learnings, podcasts, mentorship programs, journal clubs, and expert panels.

**AI-powered simulation training:**  
or mastering sensitive patient communication, launched in collaboration with ATTD.

**Accredited content:**  
available online, 365 days a year.

**Award recognition:**  
Winner of the IAPCO Innovation Award (2022).

**Expert team behind UNLOK:**  
includes specialists in education, engagement, research, CME accreditation, and digital content.

## Kenes Group Wins

# IAPCO Innovation Award 2025 for Groundbreaking AI Training Course



<https://kenes-group.com/kenes-group-wins-iapco-innovation-award-2025/>



# Interplan

Interplan Congress, Meeting & Event Management AG is a Munich-based professional congress organiser (PCO) founded in 1969.

Over the decades, it has grown into a leading European PCO with more than 120 employees working across four German offices (Munich, Hamburg, Berlin, Leipzig) and has organised over 3,500 national and international medical and scientific congresses. The company offers a full suite of congress services—from project planning, digital/hybrid/live formats, venue and date research, financial management, and abstract handling to participant, speaker, exhibitor, sponsor coordination, hotel services, websites, and marketing. Interplan emphasizes sustainable, transparent, and client-focused event management and the company excels at delivering fully integrated, client-focused congress and event solutions—especially in the scientific and medical sectors.



“

When we work as a team together with the society is when the magic happens and we can pull off good numbers and have profitable events!

# Kenes M+

Kenes M+ is a perfect solution for small to mid-size events. Launched in 2016, Kenes M+ focuses on delivering agile, cost-effective event solutions tailored to small and medium-sized medical and scientific associations, including niche sub-specialty meetings.

Kenes M+ supports emerging associations and educational events—from strategic planning through onsite execution. Beyond congress planning, Kenes M+ provides services in association management, destination management, and in-house media, drawing on Kenes' global network. Essentially, M+ enables growing organisations to access top-tier PCO expertise with reduced financial risk and streamlined support.



# Kenes Asia

Kenes Asia (officially Kenes MP Asia Pte Ltd) is the Singapore-based branch of the Kenes Group. Kenes Asia offers full-service event planning, scientific programme management, CME/CPD-accredited education, and virtual or hybrid conference capabilities.

Kenes Asia oversees conferences not just in Singapore but also in Southeast Asia, facilitating events in the entire Asia Pacific region, and providing localized, high-quality onsite operations through its bilingual/regional team. Kenes Asia offers deep regional insights, access to quality venues and services, combined with international standards.



# Our Mission, Vision and Values

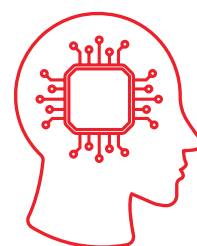
Our mission is to empower knowledge, further quality learning, create cross-disciplinary collaborations through professional events, communities, and educational programs.

## Our vision:

A world where professional knowledge exchange is reinvented.



agile & flexible



daring & bold



dedicated & passionate



creative & curious



cooperative & united



sustainable

# Kenes Group Expertise

## Conference Management

At Kenes Group, we are committed to delivering top-tier, world-class conferences. Whether the event hosts a few hundreds or thousands of attendees, our global team delivers excellence. We offer all the logistical, financial, and creative focus to cost-effectively manage and coordinate the conference with outstanding service and dedication.

## Association Management

We harness the power of the community, strengthening associations' brands through unforgettable experiences - fostering change, inspiring members, educating, and improving the business performance. For six decades, Kenes Group has been facilitating association success stories around the world. We're experts in helping organisations reach their true potential by strategically building awareness, loyalty, and satisfaction among current and potential members, as well as stakeholders.

## Continual Medical Education

With Kenes Group, we are passionate about education. Through our unique online educational platform, together with both Continuing Medical Education (CME) and Continuing Professional Development (CPD) accreditation and industry compliance services, we help identify and develop the best content, comply with industry support, and take charge of implementation. Continuing education is an important component of healthcare professionals' practice and crucial for their development. Kenes Group's Education team focuses on significantly improving the ways of delivering medical education and is committed to being a valuable and knowledgeable partner in the design and delivery of educationally strong, independent, transparent, and effective CME/CPD programs.

## Virtual and Hybrid Events

By empowering online knowledge exchange, Kenes Group client organisations experience the benefits of advanced virtual education and networking. Anytime. Anywhere. We offer a comprehensive solution and exceptional service as well as the latest technologies. Kenes Group seeks to always anticipate the next big thing and deliver it for each and every event. Our objective is clear - to enhance your congress participants' already excellent experience.

## Original Events

Kenes Group has the power to turn ideas into reality and create Original Events that people remember. We initiate them through collaboration with world experts, paired with our Professional Conference Organizing capabilities. We analyze the market needs, identify the right topics and experts, and deliver the right content at the right time. We combine the top resources and formats to deliver high quality, memorable participant experience.

## Innovation and Technology


With a team of more than 20 Information Technology (IT) professionals dedicated to research, a best-of-breed approach, and in-house development capabilities, we are constantly innovating to provide the best experiences for our partners, stakeholders, event attendees, clients and employees. With Kenes, innovation encompasses three key elements: in-house developments of tools that adapt to the uniqueness of our operations, a commitment to efficiency, and the implementation of state-of-the-art technology for your events.



# Professional Partners and Accreditation


## Memberships and References

Membership in the following organisations provides Kenes with the accreditations, relationships and quality control offered by the most respected associations in the meetings industry. They enable trusted partnerships with worldwide PCOs and other suppliers assuring reliable support in all major international destinations.



**1972**

Kenes becomes an accredited member of International Association of Professional Congress Organisers (IAPCO).



**1975**

Kenes joins as one of the original members of International Congress and Convention Association (ICCA).




**2012**

First Professional Conference Organiser member of the Good Continuing Medical Education Practice Group




**2016**

Team members join and actively participate in Professional Convention Management Association (PCMA).



**2018**

Team members participate at American Society of Association Executives (ASAE).



**2024**

Joins the UN Global Compact, the world's largest Corporate Sustainability Initiative.



**2024**

Team members participate at the AMC Institute





# 02

## global performance

### 2024 in Numbers



**55**  
countries



**70**  
cities



**121**  
events



**47,096**  
abstracts



**190,000**  
attendees



**56,797**  
sqm exhibition  
net



# Artificial Intelligence and Innovation

With an IT team of 20+ professional experts, and our award-winning digital department, we are constantly innovating. For a few years now, Kenes has been actively integrating artificial intelligence (AI) into our services to enhance event experiences and medical education.

The following are some of the AI and innovation that were developed by Kenes in 2024:

## Face Recognition

Our Face Recognition Kiosk lets delegates check in effortlessly—no scanning, no typing. Just approach the kiosk, get recognised, and print a badge in seconds.

## Session Summaries

With Kenes AI, delegates can access AI-generated session summaries directly from the event app. They simply go to the session and click “AI Session Summary” to receive key insights, ideas, and takeaways.

## Smarter Abstract Submissions

With Kenes AI, submitters get real-time support to enhance their abstracts before submission. Our AI analyses past submissions and provides:

- **Smart Improvements** – Enhance clarity, structure, and impact.
- **Acceptance Prediction** – Get insights on the likelihood of approval.
- **AI-Powered Guidance** – Effortlessly align with association standards.

## 24/7 Smart Support

The Kenes AI ChatBot provides instant, 24/7 support for delegates—answering questions, offering event guidance, and even delivering personalised assistance based on each delegate’s needs.

- **Always Available** – Get answers anytime, anywhere.
- **Personalised Support** – Tailored responses for each delegate.
- **Seamless Event Experience** – From schedules to session info, all in one chat.

## Instant Access

With our latest Kenes AI development, delegates can print their name badge straight from the event app—no need for kiosks.

- **Fast and Convenient** – Authenticate in the app and tap “Print Badge”.
- **No Lines, No Hassle** – Access ID badge instantly
- **Seamless Experience** – A smarter, smoother check-in process





# Achievements and Awards

## 2024 Performance

### Client Relationships at the Core of Our Success

At the center of our activity is a deep commitment to client partnership and service excellence. Long-term relationships, built on trust, responsiveness, and a true understanding of client needs, are a key driver of our continued growth.

This dedication is reflected in our Net Promoter Scores (NPS), which continue to show a positive trend of year-over-year improvement:

Congress Clients:  
Net Promoter Score

66

Association Management Clients:  
Net Promoter Score

70

The consistent upward trajectory in client satisfaction highlights both our operational excellence and the strong, collaborative relationships we have developed with our partners over time.

## 2024 Achievements

- Overachieved Budget targets
- Significant Wins in PCO and AMC
- ISO 20121:2024 certification
- AI and automation developments
- Strategic alliance with Bostrom
- Successful launch of new Original Events



## Recent Awards – Corporate

Below are some of the recent awards Kenes Group received from its industry partners:

### Top 100 Agencies & Event Organisers for 2024 – Eventex Index

Awarded to: Kenes Group

### IAPCO’s Driving Excellence Collaboration Award

INTERPLAN Congress Meeting & Event Management AG in collaboration with CCL Congress Center Leipzig have been announced as the winners of IAPCO’s Driving Excellence Collaboration Award 2024.

### IAPCO Innovation Award

Nuria Fernandez Online Education Specialist at Kenes Group, has been awarded the IAPCO Innovation Award for her visionary work on AI-Powered Simulation Training: Mastering Sensitive Discussions on Weight Management.



### Gold – Awards for Events & Experience Marketing (PCO)

Kenes Group: The Leading World-Class PCO

### Gold – Awards for Events & Experience Marketing (Event Team)

Kenes Sustainability Dream Team: Volunteering for a greener future at events

### Silver – Awards for Events & Experience Marketing (Green Event)

Kenes Group: CMEP 2023 Advancing Sustainability in Medical Conferences

### Bronze – Awards for Events & Experience Marketing (Marketing Team)

Kenes Marketing: A multicultural in-house communications strategy





# Kenes Associations Management Successes



## Team Growth

To manage our increasing client portfolio and expansion of services to existing clients we added eight association professionals to our stable and longstanding team.



## Client Success

We added six new international and European clients to our portfolio in 2024, growing the total number of long-term clients to 25.



## Client Satisfaction

Our annual client survey indicated industry leading levels of client satisfaction, driven by the work and standards of our teams.



## AI & Innovation

Over the past year, our teams focused on identifying innovative tools, processes, and methods to enhance efficiency and elevate the services we provide to clients and members. We have implemented a number of automations, and our teams are using AI tools to support aspects of their work.



## Insuring Quality

In 2024, we prioritized strengthening collaboration and engagement within our expanding team to maintain high standards. By fostering a culture of knowledge-sharing and best practices, we are continuously raising our standards and enhancing the value we deliver to our clients.



## Specialized Expertise

We continue to strengthen our team by adding expertise in fundraising, campaigns, advocacy, membership, financial management, and marketing and communications. This ensures we effectively meet the evolving needs of our clients.

# Delivering Impact



1

## Raising Awareness and Advocating for Key Issues

Working with our clients in stroke, papillomavirus, pediatric infectious diseases, critical care, and pain, we have developed public-facing awareness campaigns and worked to advocate for key issues.



2

## Developing Policy, Position Statements and Guidelines

Throughout the year, our team has played a key role in developing policies, position statements, and guidelines to support our clients' missions. By facilitating expert input and collaboration, we have helped associations impact their field.



3

## Organizing Schools, Workshops, Webinars and Podcasts

In alignment with our clients' missions, we successfully organised a diverse range of smaller, in-person events such as schools, workshops, and training sessions alongside virtual formats like webinars and podcasts.



4

## Coordinating Grants, Awards and Scholarships

We managed thousands of grants, awards, and scholarships, enabling underrepresented groups to access vital educational opportunities. Through transparent processes and funding partnerships, we empower professionals to advance their knowledge and impact their fields.



# Success Story

## HPV Campaign

### Leaving a Legacy: HPV Awareness Initiatives in Scotland

In recognition of its dedication to impactful public health initiatives, IPVS was awarded the **Incredible Impacts Seed Fund Grant** of \$5,000 from the International Congress and Convention Association (ICCA) at the end of 2023. The Kenes Associations team worked closely with passionate local IPVS members to turn this funding into meaningful action. Together, they launched a series of initiatives across Scotland to promote HPV awareness, encourage vaccination, and educate future medical professionals. These legacy activities ensured that the impact of IPVC 2024 would extend far beyond the conference itself.

### Elevating HPV Awareness: A Landmark Year for Advocacy and Impact

A long-term client, the International Papillomavirus Society (IPVS) has a key aim to raise public awareness campaign about HPV, the human papillomavirus. HPV is common and can lead to six types of cancer affecting women and men, responsible for taking about half a million lives per year. This is tragic, because it's preventable. Around the world, HPV awareness is low, and people don't realize what they can do to protect their health through screenings and vaccination against HPV. Throughout 2024, the dedicated Kenes team supporting IPVS worked tirelessly to streamline all activities, ensuring a cohesive and strategic approach that maximized the reach and impact of HPV awareness and advocacy efforts worldwide.

### HPV Awareness at IPVC 2024: Science and Advocacy Unite

Historically, IPVS conferences have been deeply rooted in HPV research, focusing on scientific advancements across multiple disciplines. In recent years, however, a conscious shift has taken place, integrating advocacy and public awareness alongside scientific discussions. IPVC 2024 exemplified this evolution, highlighting the importance of education and outreach in the fight against HPV-related diseases.

### 2024 Awareness Campaign: Increasing Impact and Expanding Reach

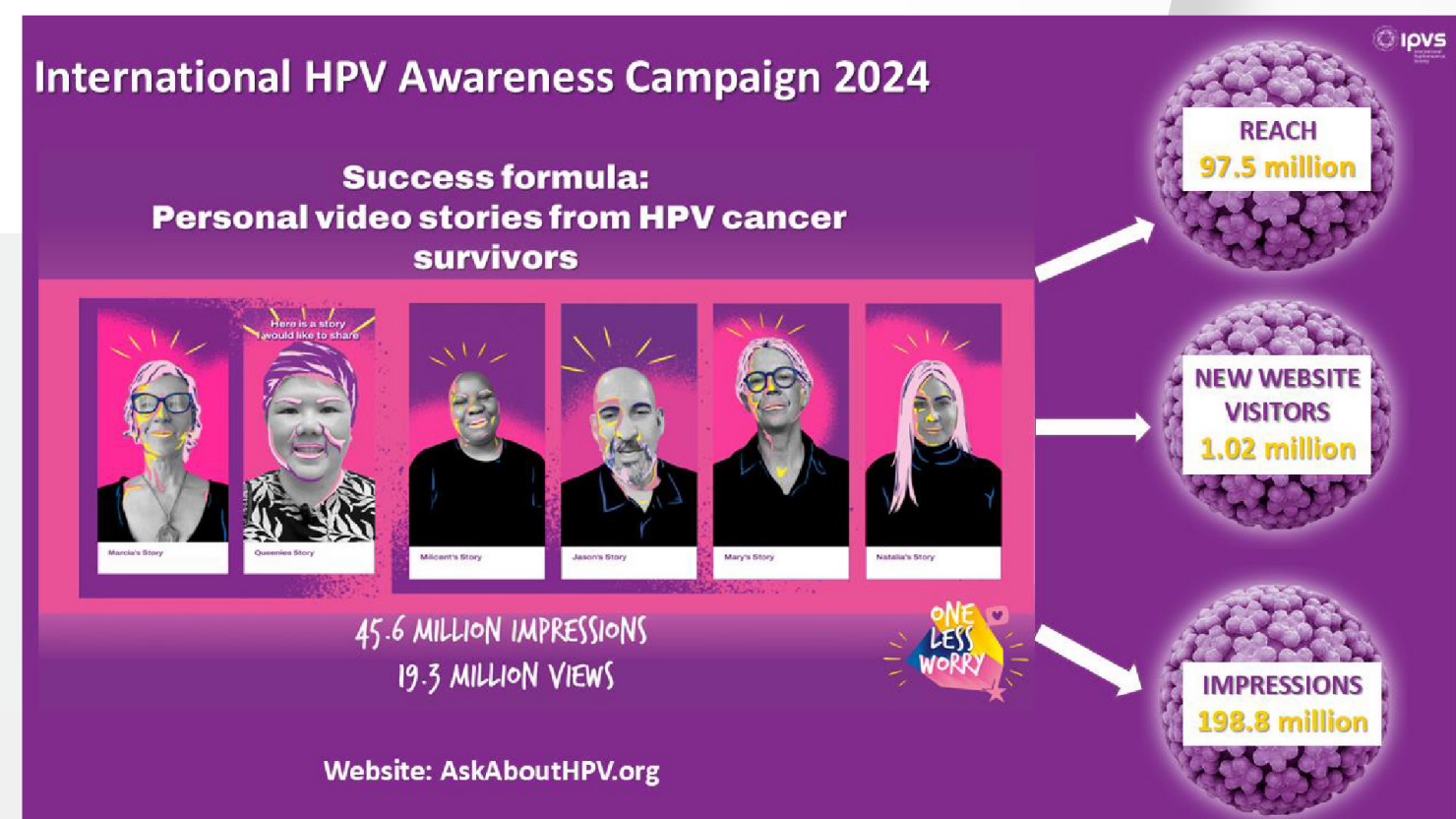
2024 marked a significant breakthrough in the global campaign to raise awareness about human papillomavirus (HPV). Two key factors contributed to this success:

#### The Power of Personal Stories

HPV cancer survivors shared their journeys through short, compelling videos in their native languages, reaching millions worldwide and delivering an emotional, impactful message.

#### A United Effort

More than 140 campaign partners and IPVS Country Ambassadors played a pivotal role in amplifying the message, ensuring that HPV awareness reached diverse communities across the globe.





# Empowering Knowledge Through Innovation 🌐

At Kenes Group, innovation isn't just a strategy — it's a mindset. As we celebrate 60 years of transforming medical education, we are proud to share that one of our own has been recognised on the global stage for redefining how healthcare professionals learn and grow.

Nuria Fernandez, Online Education Specialist at Kenes Group, has been awarded the IAPCO Innovation Award 2025 for her visionary work on AI-Powered Simulation Training: Mastering Sensitive Discussions on Weight Management.

Presented by IAPCO President Sissi Lignou at the IMEX Frankfurt Gala Dinner on 21 May, the award honours bold ideas that spark real-world change across the meetings and professional education industry.

## Reimagining Medical Training with AI

Nuria's award-winning course is hosted on UNLOK Education, our proprietary digital learning platform, and is a breakthrough in online learning. In just 15 minutes, it equips healthcare professionals to improve the way they approach emotionally sensitive conversations with patients, particularly those living with chronic conditions like Type 2 Diabetes.

The simulation **blends actor-led scenarios with emotional recognition AI** that analyses facial expressions, tone of voice, and engagement. Based on this real-time feedback, users receive personalised guidance to improve both verbal and non-verbal communication.

"We saw the potential to use emotional recognition AI to help healthcare professionals handle conversations with their patients more sensitively and without judgement," **said Nuria Fernandez**. "This technology provides an opportunity for self-reflection and growth in a way that traditional training does not."

## Global Reach, Real Impact

Topics like weight and chronic illness are often difficult to address — and traditional medical training rarely prepares professionals for the emotional nuances involved.

This course creates a safe, reflective environment where healthcare professionals can build their empathy, communication, and confidence — resulting in better patient experiences and improved outcomes.

Launched during the ATTD 2024 Congress, the course has already attracted over 300 healthcare professionals worldwide and has earned praise for its human-centric, tech-forward approach.

With more scenarios and modules planned, this is just the beginning of Kenes Group's efforts to use AI-powered learning to enhance patient care globally.



“

“We saw the potential to use emotional recognition AI to help healthcare professionals handle conversations with their patients more sensitively and without judgement. This technology provides an opportunity for self-reflection and growth in a way that traditional training does not.”

Nuria Fernandez





03

kenes people



#WeAreKenes



## Kenes Team at a Glance



#WeAreKenes  
watch now

400+  
talents

more  
than **9** years event  
experience  
on average

**52%**

of talents are 4+  
years with the  
Kenes Group  
(a select few  
even surpass  
30+ years!)

**40%**

of talents have a  
Master's Degree  
or beyond

**52%**

have Business  
or Economics  
backgrounds



**25**  
languages  
spoken

The most interesting ones:  
Afrikaans  
Japanese  
Mandarin  
Vietnamese

## certificates

Certified Meetings  
Professional (CMP)

Certified in Exhibition  
Management (CEM)

The Sustainable Event  
Professional Certificate  
(SEPC)

Certification in Meeting  
Management (CMM)

Digital Event Strategist (DES)



**73%**

of our team is  
female



**40%**

of our  
management is  
40% female



**21%**

love cats



**64%**

love dogs

## other certificates

Lawyer

Project Management  
Professional (PMP)

Different  
programming  
languages  
certifications

Varied marketing  
and digital marketing  
certificates

Teaching

Agile Project  
Management

Governance



# Diversity, Equity and Inclusion

As a leading world-class Professional Conference Organiser with six decades of expertise in scientific, medical and professional associations, Kenes Group fully understands its role in enabling global knowledge exchange. In the context of scientific advancement towards the improvement of patient outcomes, the relevance of DEI goes beyond representation, as it elevates the conversation within a field by providing a wider spectrum of research and testimonies from diverse sources, regions of the world, and socio-economic circumstances.

It is one of Kenes core values to support DEI policies across all our activities, whether internal or external, concerning all people regardless of their ethnicity, gender, sexual orientation, disability, religion, age, or other identities. We believe and embrace DEI in creating a workplace and organizing events where everyone feels welcome, respected and valued.

Our strategy and initiatives show what DEI means to us, why it matters to us, and how we approach it.

We commit to continuous learning and improvement to create a more inclusive environment in all our offices, business strategies and operations, clients, associations and events managed.



## In Kenes global offices:

- DEI guidelines are included in the internal office policies and procedures, and we ensure that they are fair and equitable.
- Equal employment opportunities in all Kenes offices and subsidiaries are followed and implemented.
- Our organisation does the utmost to meet equity and inclusion goals for hiring and leadership, promoting diversity of thought, backgrounds, experiences and skills.
- We have a code of conduct in place to address bias and discrimination.
- We maintain an environment that is free from discrimination and where employees and candidates are treated fairly, with respect, and where everyone has the same opportunities to succeed.
- Open communication is encouraged and all employees are provided with opportunities to connect with each other.
- Mentorship programs are created to connect newly hired with more experienced employees to provide guidance and support.



## At our events:

- We include DE&I principles as part of events strategies and guidelines to champion Diversity, Equity and Inclusion.
- Our event teams do the utmost to maintain an environment that is free from discrimination and where customers and attendees are treated fairly and with respect.
- We make sure that our event planning teams are diverse and that everyone feels comfortable sharing their ideas and perspectives. All of us work on creating a space and atmosphere where everyone's voices are heard.
- We do the utmost to increase and invite more diverse speakers, performers and attendees and create an inclusive environment.
- Specific goals are set at each event for our attendees and speakers, and our progress is tracked over time so that we can identify areas where we need to improve.
- Our procurement and operational teams make sure that our events are hosted at fully accessible exhibition venues with ramps, providing accommodations for people with disabilities, as well as offering childcare and different food options.
- We partner with organisations and companies that are committed to DEI to promote our events and to attract attendees.



# Training and Education

In 2024, we placed a strong emphasis on employee growth and development through a diverse range of training programs and learning opportunities:



**696 Participants**  
in total



**62 in-house and company-wide training sessions and workshops**  
covering professional and soft skills as well as different training sessions including courses, professional and soft skills



**7 Teams Summits**

## Teams participation in the following industry events in 2024:

IMEX Frankfurt	IAPCO EDGE Seminar	Associations Executives Worldwide
IMEX Las Vegas	IAPCO Japan Study Trip	AMCI Engaged
IBTM Barcelona	Hotel chains Trade shows: IHG Ignite, Marriott Exchange, Hilton Annual event	PCMA Convening Leaders
Meetings Show London	ESAE in Brussels	PCMA EduCon
IAPCO AM/GA		ICCA Congress Abu Dhabi
IAPCO Hong Kong Study Mission		

# Team Welfare

Our focus on a strong team culture was reflected through a wide array of social activities and celebrations throughout the year:|



2 global events

6 local team building activities



8 Corporate Social Responsibility activities

More than 40 happy hours and team events

including Summer parties, Christmas Parties, after-work events, breakfast with the management team, and employees jubilee celebrations.



Earth Day Bazaar and Donation Drive

Annual global summer vacation



# Corporate Social Responsibility and Community

Dare2Care is an ongoing Kenes Group campaign that embodies our CSR spirit and commitment. It includes a number of charitable activities and events throughout the year, involving employees in community or charitable projects.

We give back to communities by volunteering and growing our Dare2Care program in all global and local offices.

## Social Responsibility in Our Offices

Here are a few examples of our CSR activities:

### Dare2Share Program

The purpose of this program is to acknowledge and reward employees whose work quality has exceeded expectations. It expresses gratitude for extraordinary effort. Open to all levels, employees can give or receive points, which can be exchanged for gifts/vouchers.

198 employees received points through Dare2Share in 2024.

### Earth Day

A special activity was held across all Kenes offices in 2024 with a bazaar to raise awareness about climate education and green consumerism. Employees donated and swapped books and clothes. Unclaimed items were donated to local non-profits.

### Leket Israel (The National Food Bank)

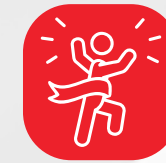
Israeli colleagues volunteered with Leket Israel, spending a day picking vegetables. This initiative helps to ensure essential produce reaches families and the elderly in need.

### 1500 Dog Gang – Sofia

Employees supported the 1500 Dog Gang by walking shelter dogs. The initiative promotes adoption and raises awareness on neutering and stray dog care in Bulgaria.

### Lake Cleaning Association – Switzerland

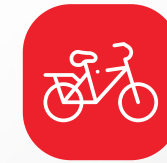
Our Geneva office donated to preserve Lake Geneva and plans to join the lake cleaning initiative with volunteers in 2025.



Participation in the  
Wings for life run



Massage in the  
office



Go to work  
by bike –  
competition



Ice-cream or  
Pizza days, Active  
breaks



Special greetings  
at Easter and  
Christmas



We donated to the  
“Tafel” in Munich and  
Hamburg – food saving  
and sharing project.

## Social Responsibility at Our Events

Here are a few examples of the CSR activities at our events:

### UNICEF – EAS Congress 2024, Lyon

The cloakroom was managed by volunteers of UNICEF. Participants were encouraged to donate when depositing belongings, with an additional donation made by the Congress.

### Save a Child’s Heart – ESPID 2024, Copenhagen

Participants supported pediatric heart care through SACH, which rescues children from underserved regions. Over 7,000 lives saved through its global cardiac centers.

### ForestaMi – ESPGHAN 2024, Milan

Participants joined the “Run with the Council” initiative to raise funds for ForestaMi, supporting tree planting in Milan.

### One Less Worry – IPVC 2024, Edinburgh

A photo contest highlighting IPVS & HPV Awareness. The event promoted advocacy among delegates and the public, raising awareness about HPV and building a year-long campaign presence.

### Hawaii Children’s Cancer Foundation – SIOP 2024, Honolulu

Runners added donations to HCCF during registration for the Congress and Fun(d) Run.



# 04

## sustainability report

## Mission and Vision

### LET'S STOP TALKING AND START DOING!

At Kenes Group, we are committed to integrating sustainable business practices that go beyond slogans and result in useful achievements, in our ways of working inside and outside.

#### Our Mission:

To empower knowledge sustainably and initiate a sustainable way of working for our employees: in the workplace and at home; and the communities we create events and educational programs for, as well as those that host our operations.

#### Our Vision:

Each of our actions will have a positive impact on our employees, communities, and events – anywhere in the world.



## Sustainability Goals

- Continue implementing our corporate sustainability working framework and policies for all Kenes offices to ensure sustainable operations for: waste management, recycling, paperless offices, no single-use plastic, more sustainable travel, carpool options, public transportation or shuttles, and other innovative ideas.
- Strengthen in-house sustainability expertise and develop sustainable event management system.
- Achieve sustainable accreditation and certification.
- Educate and engage to raise awareness and assist Kenes employees and teams, clients, associations, and all stakeholders to define sustainability goals and objectives that are relevant and obtainable.
- Focus on workplace wellness and design events with wellbeing and DEI in mind.
- Collaborate with destinations, venues, suppliers, vendors, exhibitors, and sponsors to develop and initiate sustainable initiatives.
- Create opportunities to measure sustainability at least 65% of the congresses we facilitate.



# Highlights

Kenes Group's multi-faceted sustainability strategy and initiatives focus on minimizing the environmental impact of all of our operations and events. This includes sustainable event management and achievement of ISO 20121 certification in 2024, our global offices operations aiming for overall waste reduction, and improved energy efficiency, water conservation, sustainable sourcing and carbon footprint reduction. Our environmental initiatives are aligned with the United Nations Sustainable Development Goals and reflect our dedication to global environmental responsibility. We are fully committed to the ambitious goal of achieving Net-Zero events by 2030, setting measurable targets and driving a positive change in the events industry. Our initiatives also include innovative strategies, collaborative partnerships, and a steadfast commitment to sustainability.

We build our business strategy with the dedication to environmental stewardship, resource efficiency, and stakeholders' engagement.



**United Nations**  
Global Compact

**At the beginning of 2024, Kenes Group introduced the first sustainability strategy for our company and all of our events that is aligned with all 10 UN Global Compact principles. The inaugural Kenes Communication on Progress report was successfully submitted to the UN Global Compact.**

The UN Global Compact stands as the world's largest corporate sustainability initiative, urging companies to **integrate principles of human rights, labour standards, environmental stewardship, and anti-corruption measures** into their operations and strategies.

Kenes Group employees now have access to the UN Global Compact Academy, an invaluable

resource hub providing actionable insights and best practices tailored to diverse corporate functions. This initiative not only equips our workforce with essential knowledge but also empowers us to drive sustainable practices across all levels of the organisation.

- In November 2024 Kenes Group announced its recent certification in ISO 20121:2024, the most up-to-date international standard for sustainable event management. [Learn More.](#)
- The scope of the Kenes Group Event Sustainability Management system encompasses all activities, services, and operations related to the planning, organisation, and delivery of conferences and events globally. Sustainable practices are integrated into every aspect of event management, ensuring that environmental, social, and economic impacts are managed responsibly, across all offices.

## Measurable data

**Kenes employee travel:** In 2024, employee travel generated an estimated 822.85 tons of CO<sub>2</sub> emissions, which is 2% higher than in 2023, but the main reason for this is a larger number of events that we organised in 2024 and attended / travelled to:



**Air Travel – 819.75t**



**Train travel – 1.09t**



**Hotels – 2.03t**

**Kenes offices:** Kenes maintains a hybrid work arrangement: 3 days in the office / 2 days at home for most employees, excluding remote ones. Our impact in 2024:

- Total estimated yearly energy consumption: 306,360 kWh/year, with at least 70% of renewable energy use in our offices. Total annual CO<sub>2</sub> Emissions: 46t.
- Estimated waste generation: approximately 31.2 tons with 40% recyclable, 20% compostable. Estimated CO<sub>2</sub> Emissions: 9.64t.
- Water Consumption: estimated total calculation is about 500 m<sup>3</sup>/year, which is equivalent to 249.75t CO<sub>2</sub> Emissions /year.
- With sustainable measures like no plastic bottles, efficient taps, and conscious consumption, Kenes offices are saving around 30% water compared to regular office environments.
- The measured estimated CO<sub>2</sub> footprint per person is relatively low thanks to hybrid work policies and sustainable office management.



**This certification reflects our understanding that the events industry can be a powerful force for positive environmental and social change. At Kenes Group, we are determined to lead by example, creating innovative solutions that reduce the ecological footprint of our events while supporting inclusivity and local communities.”**

Kenes Group CEO Ori Lahav



“

ISO 20121:2024 certification represents more than just meeting a standard; it embodies our ongoing commitment to creating events that are socially responsible, environmentally conscious, and economically sustainable. It reflects months of dedicated effort and collaboration across our teams, but it's only the beginning. It's crucial for Kenes to invite our stakeholders and partners to join us in this journey, aligning with our vision to push the boundaries of sustainability in the events industry. Together, we can set new benchmarks and ensure a lasting, positive impact. As someone deeply invested in sustainable practices, achieving the ISO 20121:2024 certification has been a defining moment for Kenes Group.”

Kenes Sustainability Manager Elena Fis



## Events



**90% of events committed to SDGs**

and various sustainable initiatives.



**50% had measurable initiatives and activities,**

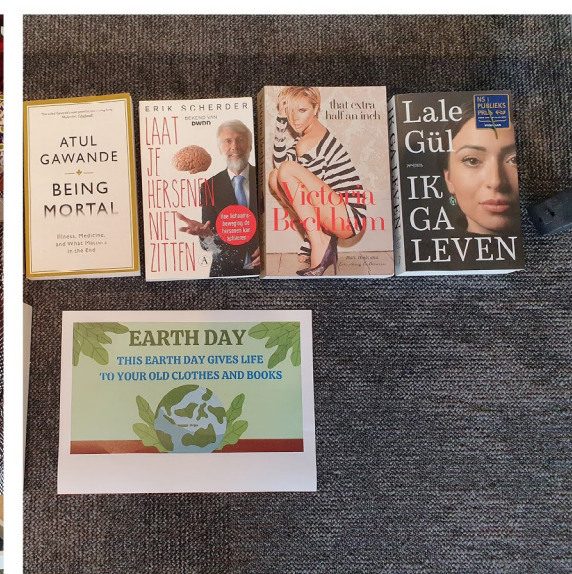
including carbon footprint measurement, legacy programs, and so forth.



**76% congresses offered carbon offsetting travel**



**More than 70% of events had various social responsibility activities for attendees.**





# Alignment with Sustainable Development Goals

At Kenes, we are deeply committed to supporting the Sustainable Development Goals and taking meaningful actions to minimize our environmental impact.

Our business strategy and approach to corporate social responsibility in 2024 was developed according to the principles of all 17 United Nations Sustainable Development Goals, as well as our commitment to four SDGs supported by numerous activities and initiatives in all Kenes operations.



## SDG 3 – Health and Well-Being

At Kenes Group, we provide quality of work and life standards for our employees, as well as ensure that our client events promote well-being for all participants, no matter whether they take place – online or onsite.

- 3.8: Provide access to quality healthcare services.
- 3.b: Support the research and development of vaccines and medicines.
- 3.d: Strengthen and promote the health development, training in developing countries.

### Kenés Group is committed to:

- Ensure all staff receives quality healthcare services.
- Support the research and development of vaccines and medicines for communicable and non-communicable diseases through the organisation of effective medical and scientific events.
- Promote health financing and recruitment, development, and training through collaborations between the pharma industry and relevant associations.
- Strengthen the capacity of developing countries through travel grants, with local and specific association educational programs.



## SDG 4 – Education

Continue to live up to our mission statement to empower knowledge, further quality learning, create collaborations, through professional events, communities, and educational programs.

- 4.5: Eliminate all discrimination in education.
- 4.7: Education for sustainable development and global citizenship.
- 4.c: Increase the supply of qualified teachers in developing countries.

### Kenés Group is committed to:

- Provide education that is designed to improve and/or expand knowledge, competence, performance, both internally and externally with our events.
- Strive to improve lives by leading and facilitating the global exchange and management of medical and scientific knowledge.
- Deliver engaging and effective education: anytime, anywhere and for anyone.
- Promote lifelong learning to clients and employees alike.



## SDG 5 – Equality

We support our clients and ensure equality and non-discrimination for our employees and partner network.

- 5.1: End discrimination against women and girls.
- 5.5: Ensure full participation in leadership and decision-making.

### Kenés Group works to:

- Enforce and monitor equality and non-discrimination on the basis of gender with our delegates, employees, and clients alike.
- Create an inclusive environment that is welcoming to all genders, ages, and accessibility levels at our events and offices.
- Encourage our clients to promote more women in committee positions related to the event.
- Create programs that include topics and speakers from diverse backgrounds and experiences.
- Set inclusivity goals with each client in order to track success.





## SDG 12 – Responsible Consumption and Production

We work toward sustainable production at our events and optimized and effective office operation.

- 12.3: Halve global per capita food waste.
- 12.5: Substantially reduce waste generation.
- 12.6: Encourage companies to adopt sustainable practices and sustainability reporting.
- 12.7: Promote sustainable public procurement practices.

We organise events sustainably and run our offices effectively by offering:

- Alternatives to stakeholders for all one-use items at our events or offices.
- Food recovery programs and donation of goods.
- Actively inquiring for easy-access recycling options at events.
- To create goals for measuring and decreasing the carbon footprint of key items and report on successes and targets for future improvement.



# Kenes Sustainability Task Force Groups

## Kenes Sustainability Dream Teams

The Kenes Sustainability Dream Team is a unique task force of volunteers from several departments that was created in 2023. It is dedicated to advancing, incorporating and overseeing sustainable practices in the company and all our events. The team makes significant strides in advancing the company's sustainability initiatives.

- There are now 20 team members with the seven newly joined volunteers in 2024.
- In 2024 alone, we held 10 inspiring meetings where team members' insights and ideas helped turn our Sustainability Strategy into reality for events worldwide.
- Together, we shared amazing ideas from organizing sustainable events to CSR projects, Earth Day Bazaar and donation in all our offices, planning eco-friendly holidays and travel, and even exploring AI's environmental footprint. The team's commitment has been truly remarkable.
- The team played a pivotal role in our road to achieving ISO 20121:2024 certification for sustainable event management, which encompasses environmental stewardship, resource efficiency, and stakeholder engagement, aligning with the company's sustainability roadmap.

We have a dedicated Sustainability dream team for Associations. The Kenes Associations Management (KAM) Sustainability Group was created to support societies and association managers in assessing and improving sustainability practices. Our approach focuses on awareness-building, education, and strategic action, ensuring sustainability becomes an integral part of association management. We aim to empower associations with accessible and practical solutions, helping them integrate sustainability and social responsibility into their core activities. By sharing best practices, fostering collaboration, and inspiring change, we aim to help societies embed sustainability into their operations.

## Eventex Awards 2024 Gold Medal – Event Team Category





