

**Where do
we go now?**

**Florence, 12-14th
December 2024**



***Economic perspectives and innovative solutions for
a veterinary evolving world***

**On site and online
simultaneous translation
service included**



Organizzato da



Con il patrocinio di



Ordine dei Medici Veterinari
delle Province di Firenze e Prato

The Conference 2024

We have reached the 7th edition of the Florence Conference which from this year takes on its new name “Florence Veterinary Business Conference”

In recent years we have started from the topics of Practice Management and then arrived at team dynamics and then concentrated in the latest conferences on the world of Clinical Communication.

On our stage there have been international speakers from old Europe (Spain, UK, Belgium, Holland, Norway and Italy), from the United States, Canada and Latin America. Each of them brought their experience to the Florentine stage, shared their studies and gave us their contribution to the development of modern Veterinary Medicine in step with the times.

This year too we return to try to talk about the evolution of our profession, the changes we have faced, those underway and those that are about to arise in the near future.

The arrival of large international groups, their consolidation, the new wave of independent structures are the dynamics that are moving our market as much as the now chronic shortage of medical personnel, the growing role of new professional figures and the large problem of increasing costs of veterinary services.

This year too we are offering a very high level program which we will once again carry out in the enchanting Florentine setting and which we will also broadcast once again in live online streaming.

Our speakers will take a snapshot of the professional veterinary world and, as we have always tried to do in the past, they will also propose tools to put into practice from the next day to work better, to be better prepared and more aware of how and where the our profession.

We are waiting for you from 12 to 14 December 2024 in Florence or online!



Our Speakers



Alison Lambert



Following qualification from Liverpool University in 1989, Alison worked in practice for several years before pursuing a business career with Hills Pet Nutrition and MARS, where she discovered the passion for the customer experience that her award-winning company, Onswitch, is renowned for today. Established in 2001, Onswitch promotes customer-centred practice so pets, horses and livestock receive the best care; providing research, marketing, CPD and business consultancy with an effective, innovative, straight-talking and client-led approach.

Alison is published widely, and regularly speaks at key international veterinary congresses and events



Pere Mercader



Pere studied veterinary medicine following in his father's footsteps, but he immediately realized that he was cut out for the clinic, but that he instead had a certain familiarity with numbers. Thus, to give pets more chances, and after an extremely educational internship in a multinational animal nutrition company, he focused his interest on the management of veterinary clinics.

In the following years, Pere dedicated himself to studying and teaching on the profitability of clinics, the prices of veterinary services, the productivity of employees, the economic evaluation of veterinary centers, the key management indicators with the ambitious objective that veterinary professionals obtained a more dignified economic return in line with their commitment. This work culminated in the creation of VMS, a data analysis company specializing in the veterinary channel, to which he currently dedicates much of his time.

He recently founded with his colleague and friend Miguel Ángel Díaz ("Pancho") the Veterinary Management Academia (VMA) project, whose first product is an online course on veterinary clinic management.



Paolo Peppucci



Veterinarian and founder of three veterinary hospitals in Italy, Paolo has accumulated extensive experience in managing complex veterinary facilities, supervising a team of over 130 professionals. Expert in Practice Management, he has held the role of speaker in numerous international conferences. Thanks to a solid academic background, enriched by a Master's degree in Lean Professional and a certification in Veterinary Management from the University Bocconi in Milan is currently dedicated to consultancy for companies in the sector veterinarian. Its expertise allows it to offer strategic support to companies aimed at achieving business objectives, with a particular focus on developing skills in leadership, team management, effective communication and optimization of business processes

Our Speakers



Ivan Lopez



Iván comes from a family of veterinary doctors, his father and older brother share the same passion. He graduated from the University of Concepción in 1991, worked for a couple of years in a minor clinic, then chose to develop in the commercial and marketing areas, holding various positions in multinational companies in the pet market in his country Christmas. Since 2008 he has been executive director of Vetcoach, an organizational and business consultancy firm, specializing in the pet veterinary sector for Latin America, where his vision is to create "a new standard for the veterinary world". Iván, has completed studies in marketing, innovation, consultancy, coaching, positive psychology and social-emotional skills. He is the creator of the Positively initiative (since 2011) to improve the level of well-being of veterinary students and doctors. He is a strategic consultant for companies in organizational development and innovation, an ARO Coach (organizational role analysis) and a developer of high-value training programs for veterinary entrepreneurs and their teams, on management, well-being, communication skills and positive leadership. Iván has written various management articles for veterinary journals and is an international lecturer in America and Europe.

12
DEC

Day One

Workshop

10.00-11.30 The pricing issue: how do we price right our procedures?

P. Mercader



12.30-13.30 Lunch *(to be booked separately)*

14.00-14.15 Intro to the first day

14.15-15.00 Where is the vet market going?

A. Lambert

15.05-15.50 Key metrics in the spanish market: why and how is consolidation happening?

P. Mercader

15.50-16.10 Commercial presentation



16.10-16.30 Coffee Break

16.30-17.15 Lean on me
The Lean Methodology

P. Peppucci

17.20-18.05 Good medicine is good business

A. Lambert

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Day Two

Morning

09.00-09.10 Intro to the second day

09.15-10.00 The basics of Lean for vets *P. Peppucci*
(part 1)

10.05-10.50 The basics of Lean for vets *P. Peppucci*
(part 2)

10.50-11.10 Commercial presentation



11.10-11.30 Coffee Break

11.30-12.15 Why don't economic incentives work (almost never) with veterinarians? *P. Mercader*

12.20-13.05 Most important touchpoints in the client journey *A. Lambert*



13.05-14.10 Lunch

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Day Two

Afternoon

14.10-15.05 How to train artificial intelligence to manage your clinic **P. Mercader**

15.10-15.55 *"May the force be with you!!!"* Jedi techniques to create a culture **I. Lopez**

15.55-16.15 Commercial presentation

16.15-17.00 *"Welcome in our clinic!"* First impression counts! **A. Lambert**



17.00-17.20 Coffee Break

17.20-19.00 Motivating a demotivated team **I. Lopez**

17.20-19.00 The 5 whys instrument **P. Peppucci**

Workshops



20.30-23.30 *Dinner & Party*

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Day Three

Morning

09.00-09.30 *"Were we different?"* **I. Lopez**
Managing the generational gap

09.35-10.05 From here to the next 5 **A. Lambert**
years

10.05-11.40 Building empathy with **A. Lambert**
the client in 2.5 minutes

10.05-11.40 *"Take a break for yourself"* **M.Zuber**
Mindfulness to relief from
work-related stress

10.05-11.40 Build your brand and image! **S. Lobato**

Workshops



11.40-12.00 **Coffee Break**

12.00-12.10 Presenting the Conferences 2025

12.10-12.20 Closing

How to register

To register for the Conference, click on the following link

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will take you to the web page where you can choose the type of registration.

1

On site

Conference
only

Euro 240.00

Onsite attendance to the whole conference, simultaneous translation.

2

On site

Conference
+2 nights

Euro 576.00

Onsite attendance to the whole conference, simultaneous translation and 2 nights.

3

On site

Conference
+3 nights

Euro 744.00

Onsite attendance to the whole conference, simultaneous translation and 3 nights.

4

Online

Online
attendance

Euro 99.00

Online attendance to the whole conference, simultaneous translation

Conference Venue



As with some past editions, this year too the Conference will be held at the Grand Hotel Baglioni, a 4-star hotel located in the city centre.

For conference participants there is a special discount for a 2 or 3 night stay depending on your needs.

For further information or special requests, contact the hotel directly at the following numbers:

tel: +39 055 23580

email: infodesk@hotelbaglioni.it

website: <https://www.hotelbaglioni.it>

Extra-Conference Activities



Guided Tours

The old town seen through the eyes of two art historians who will guide you through an exciting journey through the Renaissance. Tours are available in English, Spanish and Italian.

[Book here](#)



Social Dinner

On Wednesday evening, at the end of the first day of the conference, there will be a social dinner in a typical restaurant in the city centre. Standard, vegetarian, vegan and special dietary needs menus available.

[Book here](#)



Outdoor Activities

As in past years, a courageous group of runners will meet early in the morning for a run through the historic center just as the city is waking up...

[Book here](#)

FREE



Party Zone!!!

At the end of the second day and thanks to our sponsors you will be guests for a buffet dinner and subsequent dancing evening!!! Reservation required for organizational reasons by 31/10/2024.

[Book here](#)

FREE