

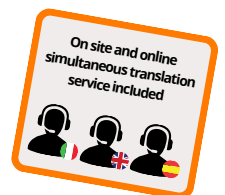
**Where do  
we go now?**



**Florence, 12-14  
December 2024**

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

**Main Sponsors**



**Organized by**



**With the patronage of**



Ordine dei Medici Veterinari  
delle Provincie 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 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.

## Simultaneous translation service for onsite and online participants



The conference will be translated into the three languages of the event. It will be possible to follow the various interventions in the chosen language both remotely and on site.



# 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 area, holding various positions in multinationals in the pet market in his native country. Since 2008 he has been executive director of Vetcoach, an organizational and business consultancy firm, specializing in the pet veterinary industry for Latin America, where his vision is to create "a new standard for the veterinary world". Ivan, has completed studies in marketing, innovation, consulting, 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 on organizational development and innovation, ARO Coach (organizational role analysis) and developer of high-value training programs for veterinary entrepreneurs and their teams, on management, well-being, communication skills and positive leadership. Ivan has written various management articles for veterinary journals and is an international lecturer in America and Europe.

## How to read the program

### Workshop

Workshops will be open to a maximum of 25 people each. Access to the workshops is under invitation from one of the sponsors. We ask you to refer to them in order to access them.

### Presentations

Presentations belonging to the official conference program

### Commercial presentations

Commercial presentations

### Lunch & Coffee breaks

Food pauses and time for visiting the sponsors' hall

### Extra-Conference Activities

For extra-congress activities such as running and guided tours, please contact the LIVISTO booth directly at the Sponsor Hall during the conference days

### Free Entrance Activities

Insights and opinions on aspects related to the profession. Participation is open to all participants without the need for additional registration

WORKSHOPS

10.00-11.30

Workshops will be held in the speaker's native language and translated into Italian

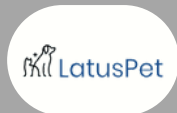
Language spoken



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



*P. Mercader*



Metabolomics...a financial booster for the clinic!!!



*D. Anthony*

12.30-14.00 Registration

14.00-14.15 Intro to the first day

*S. Scocciati*

14.15-15.00 Where is the vet market going: lessons from the UK

*A. Lambert*

15.05-15.50 Where is the vet market going: lessons from Spain

*P. Mercader*

15.50-16.10 Communicate your value!



16.10-16.50 Coffee Break & visit to the Sponsor Hall

16.50-17.35 Good medicine is good business!

*A. Lambert*

17.40-18.20 "Lean on me"  
Lean Methodology for Vets

*P. Peppucci*

07.40- 08.30 **Vet Running Contest**



09.00-09.10 **Intro to the second day** *S. Scocciati*

09.15-10.00 **Basic principles of Lean Methodology for Vets (Part I)** *P. Peppucci*

10.05-10.50 **Basic principles of Lean Methodology for Vets (Part 2)** *P. Peppucci*

10.50-11.10 **The value of prevention and the professionalism of the Veterinary Doctor**



11.10-11.30 **Coffee Break & visit to the Sponsor Hall**

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

12.20-13.05 **The key emotional touchpoints within the customer journey** *A. Lambert*



13.05-14.10 **Lunch**

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 in your clinic** *I. Lopez*

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WORKSHOPS



15.55-16.15

Innovative solutions  
to improve pet health and  
customer experience



16.15-17.00

*"Welcome to our clinic!"*  
First impression counts, the  
last impression remains!

A. Lambert

17.00-17.20

Coffee Break & visit to the Sponsor Hall

17.00-19.00

Guided tour to the  
downtown Florence



17.20-19.00

Workshops will be held in the  
speaker's native language and  
translated into Italian

Language  
spoken



Motivating a  
demotivated team



I. Lopez



Be empathic in a 2.5  
minute phone call!!!



A. Lambert



Value Stream Mapping for  
efficient sales



P. Peppucci



Veterinary and finance...  
*...plan your future and  
protect your assets*



D. Lenzi

20.30-23.30

Dinner & Party!

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DIC

In collaborazione  
con  


07.40- 08.30 **Vet Running Contest**



  
**LIVISTO**  
Along with you

09.00-09.10 **Intro to the third day**

09.10-09.55 *"Where we different?"*

*I. Lopez*

**Managing the generational gap**

09.55-10.40 **A modern PMS for the  
clinic of the future**

10.00-12.00 **Guided Tour for  
families**



  
**LIVISTO**  
Along with you

10.40-11.00

**The Italian way: how we  
shared the birth of our Group  
in Italy**





11.00-11.20 **Coffee Break & visit to the Sponsor Hall**

11.30-12.05 **Do we know where we are  
going?**

*A. Lambert*

12.10-12.20 **Closure**

**WORKSHOPS**

12.20-14.00

Workshops will be held in the  
speaker's native language and  
translated into Italian

Language  
spoken



**The Triangle of Success:  
how to structure a happy,  
productive and quality clinic**



*D. Giraldi  
M.A. Diaz  
S. Scoccianti*



**Find your clinic's hidden  
treasure**



*S. Bottino*

  
Along with you

**Vet's got a talent!**

*How to spot talent during job  
interviews*



*C. Batà*



# How to register

Three types of tickets are available:

Early bird tickets up until

30/09/2024



**On site**

Access to Conference

**1**

**240.00**  
**Euros**

Onsite attendance to the conference, simultaneous translation.

Full price tickets after  
30/09/2024

**On site**

Access to conference

**2**

**290.00**  
**Euros**

Onsite attendance to the conference, simultaneous translation

Available online from 15/06/2024

**Online**

Online access

**3**

**99.00**  
**Euros**

Online attendance to the conference, simultaneous translation

**CLICK HERE**



**CLICK HERE**



or

**CLICK HERE**



**SCAN ME**



**SCAN ME**



**SCAN ME**

# Conference Venue and Hotel



*The Conference will be held at the Grand Hotel Baglioni,  
a 4-star hotel located in the city centre.  
For conference participants it is provided  
a special discount*

**To book with the Conference discount, enter the  
code in your online or telephone booking:**

**Vet2024**

tel: 055 23580

email: [infodesk@hotelbaglioni.it](mailto:infodesk@hotelbaglioni.it)

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

# Extra-Conference Activities



## Guided Tours



*Thanks to the collaboration with LIVISTO it will be possible to participate in two guided tours of the historic center. For more information stop by the LIVISTO booth at the conference Hall.*



## Social Dinner

*On Thursday evening 12 December a social dinner will be held in a typical restaurant in the city centre. Menus are available: standard, vegetarian, vegan and for special dietary needs. Event cost 50 Euro/person. To participate*

[Click here](#)



## Sport Activities



*As every year, a brave group of runners will meet early in the morning for a run in the historic center just as the city is waking up... For times and meeting point, ask for information at the LIVISTO stand during the conference.*



## 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!!! For organizational reasons, booking is required at the following link by 31/10/2024.*

[Click Here](#)





**For any enquiry or request...**

...don't hesitate to contact us and ask!!!

**[info@vetfriendlyconsulting.com](mailto:info@vetfriendlyconsulting.com)**