

# Media Statement



14 September 2-23

## **Pathology Update 2024 comes to Adelaide**

*Business Events Adelaide* is pleased to announce that the Royal College of Pathologists of Australasia (RCPA) has chosen Adelaide as the host city for Pathology Update 2024.

This annual business event – with the theme ‘Answers in Adelaide’ – will be held at the Adelaide Convention Centre between 1 and 3 March 2024. It is expected to attract over 800 delegates and host an array of local and international speakers.

The RCPA is the leading organisation representing Pathologists and Senior Scientists in the region. Its mission is to train and support pathologists, and to improve the use of pathology testing to achieve better healthcare.

Pathology Update is Australasia’s largest multi-disciplinary pathology conference covering all disciplines of pathology. Of special interest in 2024 will be presentations highlighting Artificial Intelligence and its impact on pathology.

2024 is the first time the event will be held in Adelaide, continuing the recent trend of health-related business events choosing Adelaide as a destination. Dr Lawrie Bott, RCPA President, said that the city’s accessibility was a major drawcard ‘The Organising Committee was attracted by Adelaide’s world class research and innovation districts, and their easy proximity to the business event venue, hotels and the CBD,’ said Dr Bott. ‘We hope that delegates allow plenty of time before or after the Update to enjoy everything that the city has to offer’.

Whilst some business events such as Pathology Update are venturing to Adelaide for the first time, *Business Events Adelaide* Chief Executive Officer, Mr Damien Kitto, noted that feedback was overwhelmingly positive. ‘We know from recent experience that Adelaide’s appeal is twofold. Firstly, our focus on world class innovation means that the value of a business event extends well beyond its duration. This economic tail means that business event organisers get much more than they were expecting in regards to collaboration and research opportunities. In addition, the Team Adelaide approach, which guarantees a seamless end-to-end business event, means that the delegate experience is second to none. Most can’t wait to return, either for their next business event or to explore the State further’, Mr Kitto said.

### **Media Enquiries**

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