

Media Statement



28 February 2024

Pathology Update 2024 Destined for Success

The Royal College of Pathologists of Australasia's (RCPA) choice of Adelaide as the host city for Pathology Update 2024 has been vindicated, with more than 1,300 delegates expected to attend, a 60% increase on expectations.

The annual business event is heading to South Australia for the first time with the theme 'Answers in Adelaide'. It will feature an array of local and international speakers, and organisers have been delighted with the level of interest shown.

Associate Professor Trishe Leong, RCPA President, said that registrations had exceeded expectations. 'The Overseeing Committee were impressed by Adelaide's accessibility – how easy it is to get around and how close the research and innovation districts are to the business event venue, hotels and the CBD,' said Associate Professor Leong. 'We have been very pleased that our enthusiasm to visit Adelaide is being shared by our delegates, and it augers well for a successful business event'.

Business Events Adelaide was instrumental in securing Pathology Update 2024 to Adelaide. Their Chief Executive Officer, Mr Damien Kitto, said 'We look forward to welcoming Pathology Update delegates. We offer a perfect blend of modern, big city infrastructure that business event attendees expect, set within our boutique city in a park and relaxed lifestyle. We hope that delegates have set aside some extra time to enjoy all that the festival city has to offer in March including the Adelaide Festival, Adelaide Fringe and Womadelaide'.

Pathology Update 2024 will be held at the Adelaide Convention Centre between 1 and 3 March 2024.

Media Enquiries

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Background

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.

About *Business Events Adelaide*

Business Events Adelaide is a 50-year-old independent, not for profit, member based organisation. Its purpose is to win business events for South Australia, a valued and proven economic driver in both the long and short term.

The business event sector is worth more than \$2.5bn to SA, and *Business Events Adelaide* contributes some \$250m of that.

Beyond the high daily spend of delegates, business events provide an economic tail of multiplying benefits that often endure years into the future. Long-term benefits can be seen in research collaborations, business partnerships, company startups and even a contribution to population growth with the arrival of new professional and skilled workers.

Further information on *Business Events Adelaide* activities can be found at www.businesseventsadelaide.com.au