

CVC reinvented as Fetch, a dvm360 conference

Fetch is the veterinary conference to get excited about.



UBM Animal Care, the KC Animal Health Corridor's only veterinary events and media company, recently announced that it has launched Fetch, a dvm360 conference. This innovative educational experience originates from the media powerhouse dvm360 and focuses on every aspect of the veterinary professional's life.

No more just checking the box for CE. No more information overload. No more nameless, faceless company hosting the event.

Fetch is about industry-leading CE, sure. But it's also about inspiration, wellness, community and real solutions to industry-wide problems like debt, compassion fatigue and imposter syndrome. The goal, says Christie McFall, vice president and general manager of UBM Animal Care, is to care for veterinary professionals as whole people.

"Not only is it a new name, new branding and new colors—which is exciting—but Fetch is going to take a 360-degree approach to training and supporting veterinarians, technicians and practice managers," McFall says.

As part of the announcement, McFall also unveiled a new design for dvm360. "dvm360 is the veterinary market's full-circle resource," she says. "Our team cares. And we develop the resources veterinary professionals need to be successful in every area of their lives."

Fetch is part of the dvm360 family of brands that also includes *Vetted*, *Firstline* and *dvm360* magazines along with the dvm360.com website. The parent company is UBM, a global events-first company, of which UBM Animal Care is a division.

While many in the veterinary world recognize dvm360 as the leading media-content provider in the profession, not everyone realizes that the content at CVC events has always been produced by the dvm360 team, McFall says. “Bringing those brands closer together makes each stronger—and creates a better experience for veterinarians and team members, as well as the industry that serves them,” she says.

The Fetch dvm360 conference experience will become a reality beginning with Fetch San Diego, Dec. 7 to Dec. 10, 2017, and continues in 2018 and beyond. “We are excited to introduce this newly unified brand family to the market,” McFall says.

For more information, including high-resolution images, go to dvm360.com/fetch. For questions and comments, contact executive creative director Marnette Falley at marnette.falley@ubm.com.

UBM Animal Care (formerly UBM Veterinary) is a division of UBM, Inc., our global, events-first parent company. You may not yet know us as UBM Animal Care, but we promise, we're delightful! UBM Animal Care produces dvm360, the leading media brand in the market, in addition to three continuing education conferences for veterinary professionals across the country. Today we're putting the power of UBM and dvm360 together to create a new and different event experience in Fetch. Fetch is part of the dvm360 family of brands that also includes Vetted, Firstline and dvm360 magazines along with the dvm360.com website.