



Introducing Compass: By the Industry, With the Industry, for the Animals

A new NAVVC event where trailblazers from pet care, veterinary medicine, animal pharmaceuticals, and allied fields converge to forge a future direction for the industry



In an era where technology is rapidly transforming human–animal interactions, the pet care and animal health sectors stand at the forefront of a revolution. Compass is an invitation to join the pioneers leveraging cutting-edge innovations to nurture, heal, and strengthen the sacred bonds between species.

Compass is a catalytic, immersive event that will take place in Washington, D.C., from April 10 to 11, 2025. Through visionary keynotes, interactive think tanks, and curated networking avenues, Compass will chart a transformational roadmap forward for pet care and the human–animal bond. For pricing, registration, and more information, visit compassanimal.com.

WHO SHOULD ATTEND

- Entrepreneurs and investors
- Technology and development sectors
- Industry associations and advocacy groups
- Animal health and pet care supply chain experts
- Policy makers and legislators
- Animal health and pet care professionals
- Retail and commerce specialists

WHAT TO EXPECT

Sessions will focus on a range of topics, including

investing and entrepreneurship; market dynamics and consumer behavior; technology and development; regulatory, policy, and legislative developments; pet healthcare professionals and medical innovations; infrastructure and environmental design; and industry advocacy and nonprofit perspectives. Get a taste of the event programming with 4 highlighted sessions below.

A Spoonful of Sugar — Explore the Moonshots in Medicine on the Horizon

We all hear about the latest and greatest drug developments: FDA approvals, the investor dog and pony shows, and the big marketing campaigns. But that is what's happening now, not what's next. This session brings some of the leading minds to discuss not only what they are working on but also the moonshot scientific endeavors they are targeting for the future.

It's All About the Money, Honey

Financial solutions are like superheroes in the world of animal health and pet care, swooping in to save the day, especially in the face of unexpected emergencies. From pet insurance to flexible payment plans and other cutting-edge fintech options, these tools help make sure pets get the care they need without breaking the bank.

How Pet Legislation Can Reshape the Concept of Family

Our pets' integration in daily life is here to stay. Pets have officially graduated to the status of full-fledged family members, with budgets to match. The human–animal bond is stronger than ever, and the impact of our 4-legged friends on our happiness and wellbeing is becoming one of the hottest topics around.

The Evolving Role of Vet Care

With a flood of information at everyone's fingertips and AI-powered insights offering more details than ever before, pet owners are turning to a variety of sources for advice. So, what does this mean for veterinarians? How does their role shift as this sea of knowledge (and sometimes misinformation) keeps growing?