

BACCN 2017 Conference Report

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Introduction

The 32nd Annual BACCN conference took place on the 4th & 5th September 2017 at the Park Plaza Riverbank in London. The conference theme was “Building Interprofessional Teams to Enhance Safer Critical Care”.

The programme consisted of 4 plenary sessions including a closing panel, and six parallel breakout sessions across two days. Two pre-conference masterclasses took place on Sunday 3rd September, followed by the Welcome Reception with early registration.

The main programme consisted of 8 interactive workshops, 4 hands on simulation labs, 54 concurrent talks and 27 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area of the Park Plaza and a Gala Dinner in the Plaza Suite.

2017 Objectives

- To attract over 400 delegates – **305 paying delegates**
- To make profit on the event – **Target met**
- To receive 100 abstracts – **91 received**
- To achieve full exhibition and sponsorship– **Target Met**
- To offer a packed programme with a varied selection of topics and speakers – **Target Met**

Key dates

- Event Launched – **21st December 2016**
- Super Early bird – until 31st Jan
- Early bird – 1st Feb to 30th June
- Standard – 1st July – event date
- Abstract submission – until 31st March
- Event dates – Monday 4th – Tuesday 5th September
- Masterclasses - Sunday 3rd Sept

Marketing

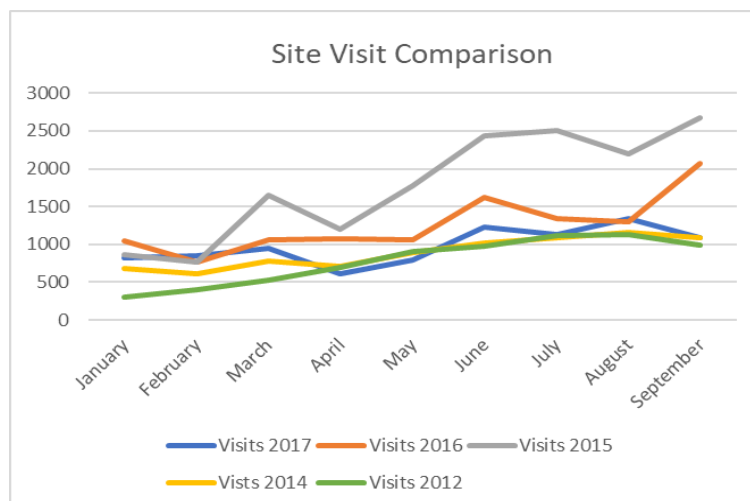
Marketing for the conference started at the end of December promoting the Super Earlybird rate for members.

The main streams of marketing were as follows. This along with attendance at industry events and flyers at regional study days provided nationwide coverage.

- Direct emails
- Membership newsletters
- Journal
- Social Media
- Contra deals
- Industry events
- Regional events

Web stats

Month	Visits	Most viewed Pages (after home page)	No of unique visitors
Dec-16	651	Book your place Download Centre Programme	490
January	815	Book your place Abstracts Sponsors and Exhibitors	668
February	854	Book your place Download Centre Gallery	668
March	942	Abstracts Book your place Programme	711
April	610	Book your place Programme Gallery	524
May	791	Book your place Download Centre Programme	627
June	1235	Book your place Programme Sponsors and Exhibitors	912
July	1132	Book your place Download Centre Programme	869
August	1336	Programme Download Centre Contact Us	964
September	1088	Programme Book your place Contact Us	806



Direct emails

Subject Title	Content included	Sent Date	Sent to	Opened by
2017 is open!	Call for papers Earlybird	21.12.17	4,855	22.43%
Linnet Promo	Marketing email for Linnet – included in main partner package	06.01.17	4,773	23.67%
Super earlybird ends soon	Super Earlybird Deadline Masterclasses	24.01.17	1630 (members only)	32.93%
Programme Updates	Sage Scholarship Call for volunteers	01.03.17	4714	23.85%
Programme Updates	Travel and Accommodation Sage Reminder	24.03.17	4696	15.91%
Previous Abstract Submitters	Submit your abstract	29.03.17	227	22.52%
April Update	Closing Session Masterclasses	27.04.17	5209	23.87%
Earlybird Deadline Approaching	Social prog Fun run	12.06.17	5339	21.27%
One week to earlybird	Earlybird reminder Sponsored workshops Masterclasses	23.06.17	5480	17.71%
Charity and Social News	Details of Charity Social Prog Info	26.07.17	5,458	20.44%
Masterclasses	Masterclass details to London members	16.08.17	677	31.7%
Linnet Promo	Marketing email for Linnet – included in main partner package	17.08.17	4646	18.55%
BACCN 2016 - Know before you go!	Information for registered delegates	24.08.17	318	62.18%
2016 Feedback Questionnaire & Certificate of Attendance	Request for feedback and link to download certificate of attendance	21.08.17	284	81.55%

Reciprocal Deals

29th ESICM Annual Congress	Delegate bag insert
UK Sepsis Unplugged 2016 Fitwise Management	Weblink/info on Sepsis website Social media promotion Delegate bag insert Karin Gerber registered as a delegate
ASPiH	Stand at the ASPiH Conference
Recognising and Responding to the Deteriorating Patient	Flyers/Inserts BACCN logo to appear on brochure as a supporter BACCN Logo to appear on website event page with

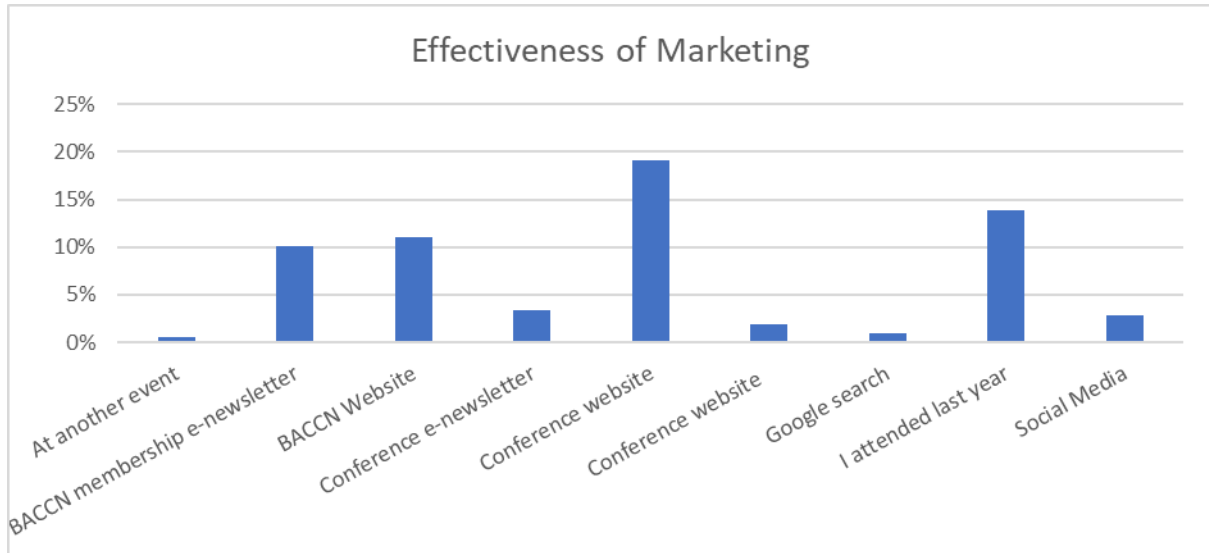
	link to baccn website
ICS State of the Art Meeting	Weblink and flyer on literature table Exhibition Stand
RCNi Events (Royal College of Nursing)	Weblink BACCN logo added as 'supporter'
Scottish Intensive Care Society 26th SICS Annual Scientific Meeting	Weblink + newsletter + delegate flyers
National Outreach Forum (NORF)	1 Delegate at the conference Information on the external events website Exhibition Stand
Society for Cardiothoracic Surgery The Royal College of Surgeons (SCTS Annual Meeting 2017)	Weblink
More tales from the riverbank - ICU Symposium	Exhibition Stand Rolling Presentation
ISICEM Conference 37th International Symposium on Intensive Care and Emergency Medicine	Weblink and flyers
ACPRC - Association of Chartered Physiotherapist in Respiratory Care	Leaflets in bags Details on website and in newsletter

The conference was also listed on the following websites:

- Nursing Events
- Australian College of Critical Care Nurses
- Canadian Association of Critical Care Nurses
- Centre for Nursing Innovation
- Medical Congresses
- Society of Critical Care Medicine
- Conference Alerts
- American Association of Critical Care Nurses
- Honor Society of Nursing
- Intensive Care National Audit & Research Centre
- Medical Conferences

Effectiveness of Marketing

When registering to attend the event delegates were asked 'how did you hear about this event' the responses are shown below:



Social Media

Facebook – 4,492 likes (3,578 in Oct 2016, 2,333 in Nov 2015) - www.facebook.com/BACCN

Twitter – 3,353 followers (1,964 in Oct 2016, 1,346 in Nov 2015) - www.twitter.com/BACCNUK

This is fantastic growth in both social media streams. The Twitter Chats are proving to be a great way of growing our following there.

538 people were directed to the website through Facebook and Twitter posts during the period of December 2016 – September 2017.

We had a live Twitter feed at the event so delegates could see tweets coming in and be more inclined to join in the conversation. The app also directed users directly to the BACCN Facebook and Twitter pages. See below for details on the Twitter activity during conference.

The #BACCNConf2017 Influencers

Top 10 by Mentions

-  @baccnuk 368
-  @milliecolette 67
-  @kelly_educator 65
-  @dan_harris17 61
-  @mihnorth 36
-  @champagnebird 34
-  @thelondonclinic 34
-  @rachaemoses 27
-  @joconnolly_27
-  @inspireicu 24










 Tweet

Top 10 by Tweets

-  @ccpractitioner 63
-  @baccnuk 59
-  @dan_harris17 55
-  @ics_updates 52
-  @credland_nicki 51
-  @milliecolette 46
-  @enfermero_en_uk 40
-  @kelly_educator 40
-  @drshahrul80 39
-  @clarkeys_icu 29

 Tweet

Top 10 by Impressions

-  @ics_updates 502.5K
-  @ccpractitioner 225.0K
-  @baccnuk 184.0K
-  @drshahrul80 128.2K
-  @draegernews 86.3K
-  @healthhashtags 59.7K
-  @obidoc 41.1K
-  @calvinmoorley 29.8K
-  @credland_nicki 25.8K
-  @milliecolette 21.8K

 Tweet

The Numbers

1.848M  Impressions

1,347  Tweets

323  Participants

0  Avg Tweets/Hour

4  Avg Tweets/Participant

 Tweet

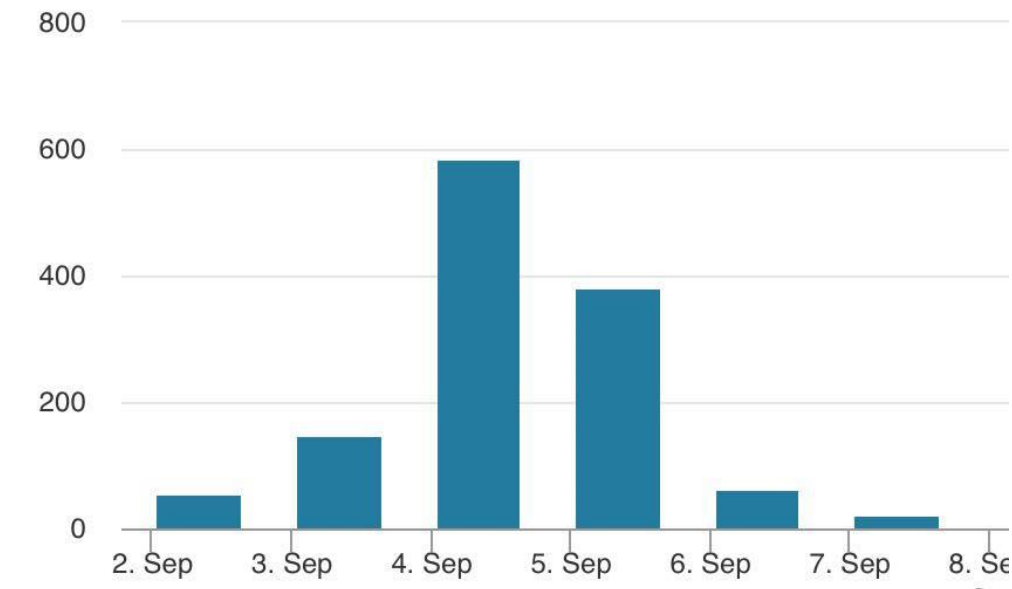
 Like

Twitter data from the #BACCNConf2017 hashtag from Sat, April 1st 2017, 7:05PM to Fri, September 8th 2017, 8:00PM (Europe/London).

 symplur

#BACCNConf2017 Tweet Activity

Tweet Activity for #BACCNConf2017



Sponsors and Exhibitors

Exhibition Area

The exhibition took place in the Ballroom of the Park Plaza Hotel. The 39 all-inclusive exhibition stands were situated in the main room and there was 8 x table top stands in the foyer area. Both areas got excellent footfall with all catering being served in and around the exhibition. Three reciprocal and charity stands were positioned in the foyer area outside the main conference room that was on the level below the Ballroom.

The exhibition area was consistently busy and offered a good variety of stands for delegates.

Breakdown of Sponsors

Sponsor	Package
LINET	Main Conference Partner
Sage Products	Partners in Prevention
Fukuda Denshi UK	Welcome Reception
Name Badges	Draeger
Royal Brompton and Harefield NHS Foundation Trust	Conference Handbook Sponsor
Halyard Health UK Orion Pharma Hill Rom	Educational Workshop Partners

Breakdown of exhibitors only and FOC's

Exhibitor – All Inclusive
Flexicare (Group) Ltd
Intersurgical
Hamilton Medical
B.Braun Avitum
B.Braun Medical
Hameln Pharmaceuticals
ProSys International Ltd - Secco FMS
Royal Brompton and Harefield NHS Foundation Trust

Hill Rom
Hill Rom
The London Clinic
Your World Recruitment Group
Halyard Health UK
Armstrong Medical
Bard
Spacelabs Healthcare
P3 Medical
Aerogen
Thornbury Nursing
Orion Pharma
Kapitex
Fresenius
Starkstrom Ltd
LINET
LINET
Convatec
Convatec
Royal Naval Reserve
Qualitech Healthcare
The RAF
Army Medical Services
Draeger
KLIPS
Sphere Medical
Walters Medical
Stryker
Stryker

Sage Products
Sage Products

Exhibitor – Table Top
Kwickscreen
Ventmed
Fukuda Denshi
Philips
Oxford University Hospitals
Holister Critical Care
Charter Kontron
Distinctive Medical

Additional revenue

Company	Extra
Association of Chartered Physiotherapist in Respiratory Care	Inserts
Bupa	Inserts
Various	Additional Exhibitor Passes

Reciprocal Stand – Table Top
Guys and St Thomas
ICU Steps
ICU - Hear (Music in Hospitals)

ICU Hear (Music in Hospitals)

ICU Hear also brought along with them some performers who played musical instruments at the beginning of the welcome reception and during some of the refreshment breaks.

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 4th September. The meeting was facilitated by David Waters who asked the companies for their feedback in an informal discussion. Around 15 exhibitors attended and the comments were on the whole very positive. All exhibitors were happy with the organisation of the event and they found the quality of the delegates to be of a high standard.

The exhibitors wanted to engage more with the delegates and re-instate the encouragement of the delegates visiting each stand to be entered in to a prize draw. However, in the meeting we discussed that this activity may contravene the rules and regulations for codes of conduct governing the medtec industry. For example, ABPI and Eucomed codes. We are considering ways to address this for the 2018 conference.

Conference 2018

A sponsorship re-booking form document was prepared prior to conference 2017 and was delivered to each exhibitor. Companies began submitting booking forms and Echo events have recorded whether they are interested in exhibition or sponsorship. A summary of what the companies are interested in or would like to reserve is below –

LINET – Main Conference Partner (sponsorship and exhibition)

Sage Products – (exhibition stand)

Fukuda Denshi – (sponsorship and Exhibition)

Aerogen – (exhibition)

Royal Air Force – (exhibition)

Oxford ICU, Oxford University Hospitals NHS Foundation Trust – (exhibition and sponsorship)

Walters Medical – (exhibition)

Halyard – (exhibition)

Royal Navy Reserves – (exhibition)

Convatec - (exhibition and sponsorship)

Ventmed – (exhibition and sponsorship)

Hameln – (exhibition and sponsorship)

Prosys International – (exhibition)

Qualitech Healthcare – (exhibition)

Intersurgical – (exhibition and sponsorship)

Kapitex Healthcare - (exhibition and sponsorship)

Flexicare Medical – (exhibition)

Hollister - (exhibition)

Hamilton Medical – (exhibition and sponsorship)

Delegates

Overall

Total booked on Monday 19 th September	259
Total booked on Tuesday 20 th September	266
No. of delegates who booked for one day only	69
No of delegates who booked both days	228
Total delegates booked	305

Delegate Types

Booking Type	No.	%
Delegate – Member	188	61.6
Delegate – Non Member	114	37.4
Delegate – Member Developing Country	0	0
Delegate – Non-Member Developing Country	0	0
Delegate – HCA Member	3	1
Delegate – HCA Non Member	0	0
Invited Speakers, volunteers, sponsors etc (FOC)	34	N/A
National Board Member (FOC)	12	N/A

Masterclasses

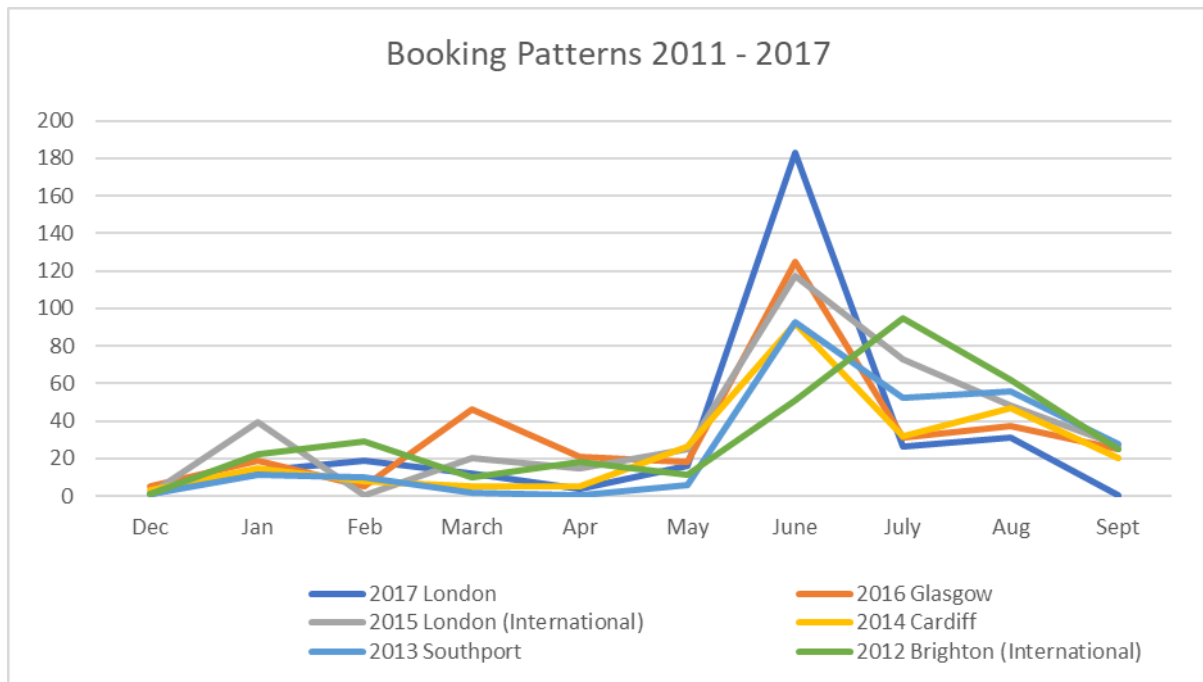
Ventilation

Total attendees	12
With conference	7
Without conference	5

Proning

Total attendees	14
With conference	11
Without conference	3

Booking Patterns (paying delegates only)



2017 London

Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	13	19	12	4	16	183	26	31	0	305
%	0	4	6	4	1	5	60	9	10	0	100%

The super early bird booking rate closed on the 31st January and the standard earlybird closed on the 30th June resulting in an influx in bookings throughout these months. Abstracts were accepted in May which also led to a large portion of bookings in June.

We had a particularly large boost in numbers in June this year as we were able to confirm all the abstract results to submitters and therefore get them all registered in advance of the earlybird deadline, rather than allowing them to register at the earlybird rate at any point.

2016 Glasgow

Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	5	19	5	46	21	18	125	31	37	25	332
%	1.5	6	1.5	14	6	5	38	9	11	8	100%

2015 London

Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	39	0	20	15	25	117	73	48	27	365
%	0.2	10	0	5	4	7	32	20	13	7	100%

2014 Cardiff

Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	3	15	8	5	5	26	92	32	47	20	253
%	1	6	3	2	2	10	36	13	19	8	100%

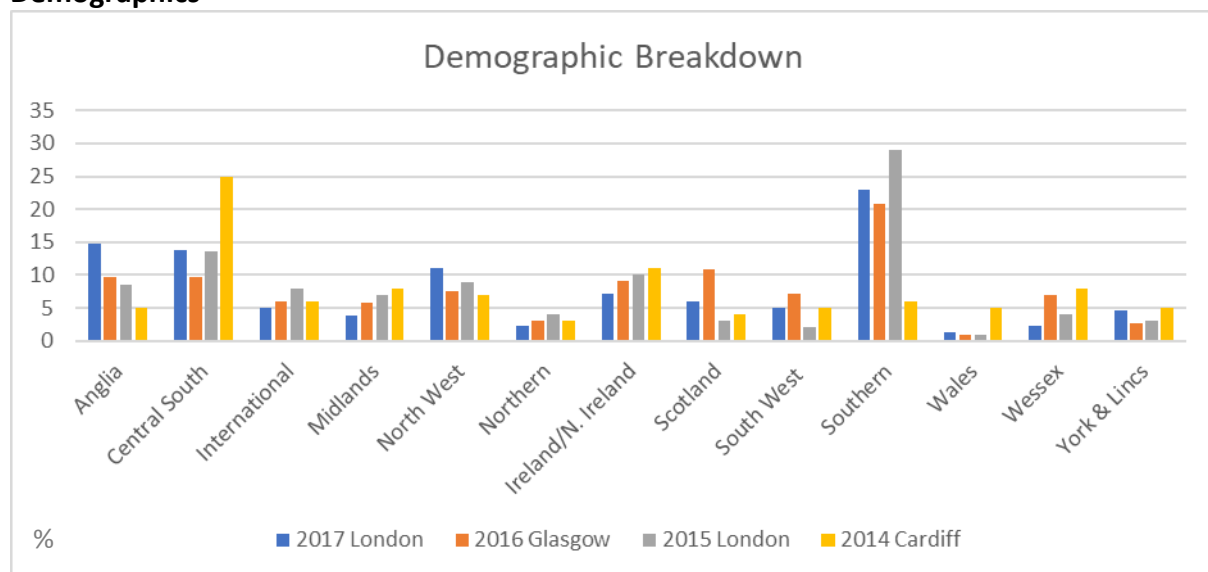
2013 Southport											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	11	10	2	0	6	93	52	56	28	259
%	0.4	4	4	1	0	2	36	20	22	11	100%

2012 Brighton (International)											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	22	29	10	18	11	51	95	62	25	324
%	0	7	9	3	6	3	16	29	19	8	100%

2011 Newcastle											
Month	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Total
No.	0	0	0	4	1	20	76	77	24	11	213
%	0	0	0	2	1	10	35	36	11	5	100%

2010 Southport											
Month	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Total
No.	0	0	2	10	7	2	146	38	46	32	283
%	0	0	0.7	3.5	2.5	0.7	51.6	13.4	16.3	11.3	100%

Demographics



As ever, Southern was the best attending region. However, we did have a good attendance from Scotland compared to the years prior to Glasgow, so this could indicate that holding the event there in 2016 did help to engage the region.

The attendance from Anglia increased again, as it has been doing steadily over the last few years. The North West was also in good attendance this year.

International delegates attended from the following countries: Australia, Ireland, Norway, United States.

Technology at Conference

For the third time we had an Event App for delegates to use on the day to check the programme, access abstracts and contact other delegates. The event guide still had the full conference programme along with general information and the poster walk schedule. All abstracts, sponsor and exhibitor details were on the app only.

The Event App in numbers:

- 203 unique users downloaded the event app
- Of those, 93 logged in to use the additional features of the app
- Over 5000 sessions were viewed
- 4200 navigation icons were tapped

In the post event feedback form we asked the delegates if they **didn't** use the event app to tell us why. The responses generally fell into one of the following categories:

- Too busy at conference/happy with the information in the printed programme
- I didn't know about it
- Device too old/not enough memory/no smart phone or device
- Didn't want to/feel the need to
- Technical issues

Learn Zone Suggestions

Delivery of oral care to reduce ventilator acquired pneumonia. Following on from Oral care consensus group

Masterclass Suggestions

How will we staff ICU in the future?

Simulation relating to human factors.

Other Suggestions Received Through App

Phone charging stations, I tweeted so much my battery died after dinner both days. In refreshment area and in breakout rooms.

How about a conference Fitbit challenge? Most number of steps per delegate/unit attending. One of our colleagues has managed 22k steps with the fun run and dancing in one day!

Recommendations for Future Years

Programme

- **Posters** - for 2016 and 2017 we placed the poster screen for the poster presentations inside a meeting room, following feedback that having it in a public area was too noisy and distracting. This worked well and should be continued, where space allows, in the future.
- **Movement between sessions** – the conference feedback does often contain complaints about sessions running to time and the difficulty of moving between sessions to catch presentations from different topics. This is very difficult to manage, but should be considered when laying out the programme in 2018.
- **Sim Lab** – We were able to take advantage of the Sim Centre at GSTT this year but in future, where possible, it would be worth revisiting the set-up we had in 2016 where we had a sim lab partner who provided the majority of the equipment and the mannequin. This set-up/partnership should be explored in future in order to facilitate what is generally a very popular session. Most exhibitors who were approached to provide additional equipment were also happy to do so. Ensuring we continue this and adequately thank/acknowledge them for this is important to the success of future sims.

Technology

- **Event App** - this will be kept for the 2018 conference along with a hard copy programme and poster schedule only.

Volunteers

This year, rather than invite only the region local to the event to provide volunteers for the event, we offered the opportunity out to half of the regions, with the other half being offered the same chance next year. The result was that those who volunteered were genuinely engaged and keen to be involved. A Whatsapp group was created to allow onsite communication between Karin/Dorothy and the volunteers and this was agreed by all to be an extremely valuable tool.

Bookings

Opening bookings well in advance of Christmas helped secure a good number of January bookings. We plan to continue this for 2018 and open registration as early as possible.

For 2018, the regions will be able to benefit from the Super Earlybird throughout the year, but can only make their bookings once they have the designated names to go with the booking. A code will be set up for them to use when registering.

The call for papers will also be designed at the beginning of November so abstract submission can be opened earlier. This is to encourage abstracts prior to Christmas/during the Christmas holidays.

Planned dates for 2018:

Register your interest – open Oct 2017

Super Earlybird launch – late Nov 2017

Abstract submission open – Nov 2017

Abstract submission closes – 30 Mar 2018

Standard bookings open – 30 June 2018

Thank you

The BACCN would like to thank all those involved in making the 2017 conference a success. In particular we'd like to thank our invited and contributing speakers who helped build and present a fantastic and varied programme. We'd also like to say a special thank you to all our sponsors and exhibitors for their support and participation at the conference.