

BACCN 2016 Conference Report

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Introduction

The 31st Annual BACCN conference took place on the 19th & 20th September 2016 at the Technology and Innovation Centre in Glasgow. The conference theme was “Back to the Future for Intensive Care - Communicating and Caring in an e-ICU World”.

The programme consisted of 4 plenary sessions, and seven parallel breakout sessions across two days. A pre-conference masterclass on “Acute Kidney Injury & Regional Citrate Anticoagulation for Continuous Renal Replacement Therapy” took place on Sunday 18th September which ran from 1pm – 5pm and was followed by the Welcome Reception with early registration.

The main programme consisted of 6 interactive workshops, 4 hands on simulation labs, 7 ViPER presentations, 52 concurrent talks and 35 poster presentations.

Overall there were 104 different sessions for delegates to choose from. In the evenings the delegates enjoyed a welcome reception in the Exhibition area of the Technology and Innovation Centre and a Gala Dinner at the Grand Central Hotel.

2016 Objectives

- To attract over 250 delegates – **Target met**
- To make profit on the event – **Target met**
- To receive over 80 abstracts – **Target met**
- 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 – **30th November 2015**
- Super Early bird – 30th Nov – 31st Jan
- Early bird – 1st Feb to 30th June
- Standard – 1st July – event date
- Abstract submission – 30th Nov – 31st March
- Event dates – Monday 1^{9th} – Tuesday 20th September
- Masterclass Sunday 18th Sept

Marketing

Marketing for the conference started at the end of November promoting the Super Earlybird rate for members. As we were taking the conference to Glasgow, we wanted to make sure that we promoted early and well the benefits of Glasgow’s good transport connections and budget-friendly accommodation options. This had a positive impact on the event and early bookings were similar to those for London, and up on previous years.

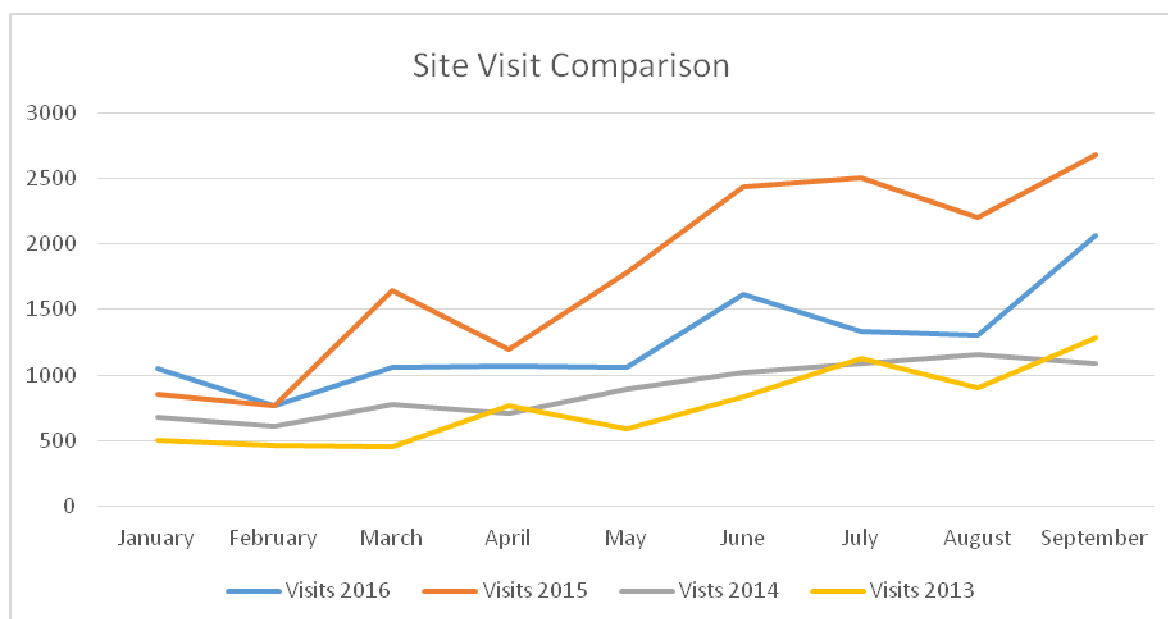
The main streams of marketing were as follows. This along with attendance at industry events and flyers at regional study days provided nationwide coverage.

- 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-15	707	Book your place, Programme Sponsorship/Exhibition	636
January	1049	Book your place Programme Download Centre	872
February	764	Programme Book your place Download Centre	621
March	1063	Programme Download Centre Book your place	818
April	1073	Programme Download Centre Book your place	827
May	1061	Programme Book your place Contact us	907
June	1617	Programme Book your place Download Centre	1194
July	1335	Programme Book your place Download Centre	1045
August	1301	Programme Book your place Download Centre	957
September	2069	Programme Book your place Download Centre	1390



Direct emails

Subject Title	Content included	Sent Date	Sent to	Opened by
Registration now open!	Call for papers Earlybird Glasgow	30-Nov-15	18 (people who had registered interest through website)	66.67%
Registration now open!	Call for papers Earlybird Glasgow	30-Nov-15	4,920	21.01%
New Year 2016	Happy New Year Submit Abstracts Super Earlybird	11-Jan-16	4,894	25.39%
Super Earlybird Ends Jan 31st!	Happy New Year Submit Abstracts Super Earlybird	25-Jan-16	4,621	19.14%
Abstract submitters reminder	Revalidation Call for Papers	11-Feb-16	159	17.42%
Abstract Submission 2016 - Only four weeks to go!	Specific to last year's submitters	03-Mar-16	4606 (previous abstract submitters)	19.14%
BACCN & Sage Products	Partners in Prevention	23-Mar-16	4,625	18.70%
BACCN & Sage Products - Part 2	Partners in Prevention	05-Apr-16	4,602	20.25%
BACCN - on your doorstep	Sage Products Programme Social Programme	06-Apr-16	83 (Scottish Members)	38.55%
BACCN - on your doorstep	Sage Products Programme Social Programme	07-Apr-16	122 - Northern Ireland and Northern Members	26.72%

International Nurses Day	International Nurses Day Earlybird deadline	12-May-16	4,567	18.65%
One month to earlybird	CCU Membership Membership benefits Glasgow	02-Jun-16	4,663	17.55%
Two weeks to earlybird	Why register? Pre-conference masterclass Revalidation	16-Jun-16	4,640	16.94%
Final week of earlybird	What to see in Glasgow Social Programme	23-Jun-16	4,656	15.45%
Six weeks until BACCN 2016 Conference!	Sponsored workshops Glasgow information	10-Aug-16	4,755	16.88%
BACCN 2016 - Know before you go!	Information for registered delegates	13-Sep-16	320 (registered delegates)	64.78%
2016 Feedback Questionnaire & Certificate of Attendance	Request for feedback and link to download certificate of attendance	06-Oct-16	378 (registered delegates and exhibitors)	53.05%

Reciprocal Deals

Princess Alexandra Hospital	promotion across hospital staff
Scottish Intensive Care Society	website link + newsletter + delegate flyers
Tales from the Riverbank (Guys & St Thomas event)	table top stand at event + delegate pack flyers + slide displayed on screens during break
Healthcare Conferences UK	logo on event site and brochure + Flyers in delegate packs at chosen events
WFCCN/ICE World Congress, Brisbane	website banner after April event
GSTT Free CC Event	flyer in packs + event banner on website
Rapid Response Conference	weblink & flyers at stand
WCNA2016, The World Congress of Nurse Anesthetists., Glasgow	weblink
Neuroanaesthesia & Critical Care Society	website link + flyers at event
Edinburgh CC Research Forum	flyers in delegate packs
EuroELSO 2016	website link + flyers at event
ACTA 2016	weblink & flyers
SESAM	weblink
Uk Critical Care Research Group	sponsor listing on website + sponsor listing on all correspondence + free stand

Orthopaedic and trauma course for accident & emergency	newsletter & tweet
RCN	50 words in workshop brochure + A4 flyer in delegate packs
2 nd International Neonatology Association Conference	weblink
ESCardio Congress	weblink
IPS 2016	website link + x2 presidents digest mentions
ASPIH	website links + 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

Social Media

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

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

457 posts were sent during the period of December 2015 – September 2016, a large portion of these were promoting the conference.

332 people were directed to the website through Facebook posts and **111 people** from Twitter posts during the period of December 2015 – September 2016.

During the event we pre-scheduled a number of Facebook and Twitter posts to go out over the three days. These included session announcements, exhibitor shout outs, competition winners etc.

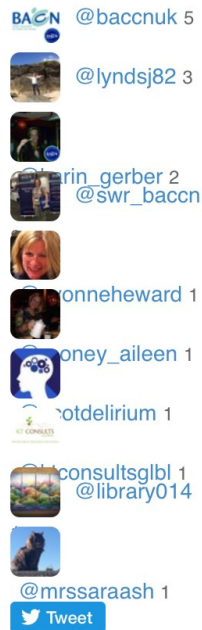
We had a live Twitter feed at the event so delegates could see tweets coming in and be more inclined to join in the conversation. We also had Twitter Chat sessions during the breaks at conference, where delegates could learn a little more about how and why to use Twitter.

The #BACCNConf2016 Influencers

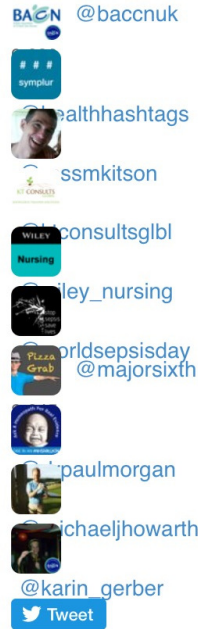
Top 10 by Mentions



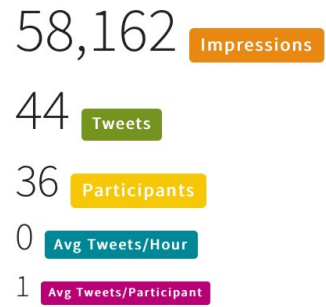
Top 10 by Tweets



Top 10 by Impressions

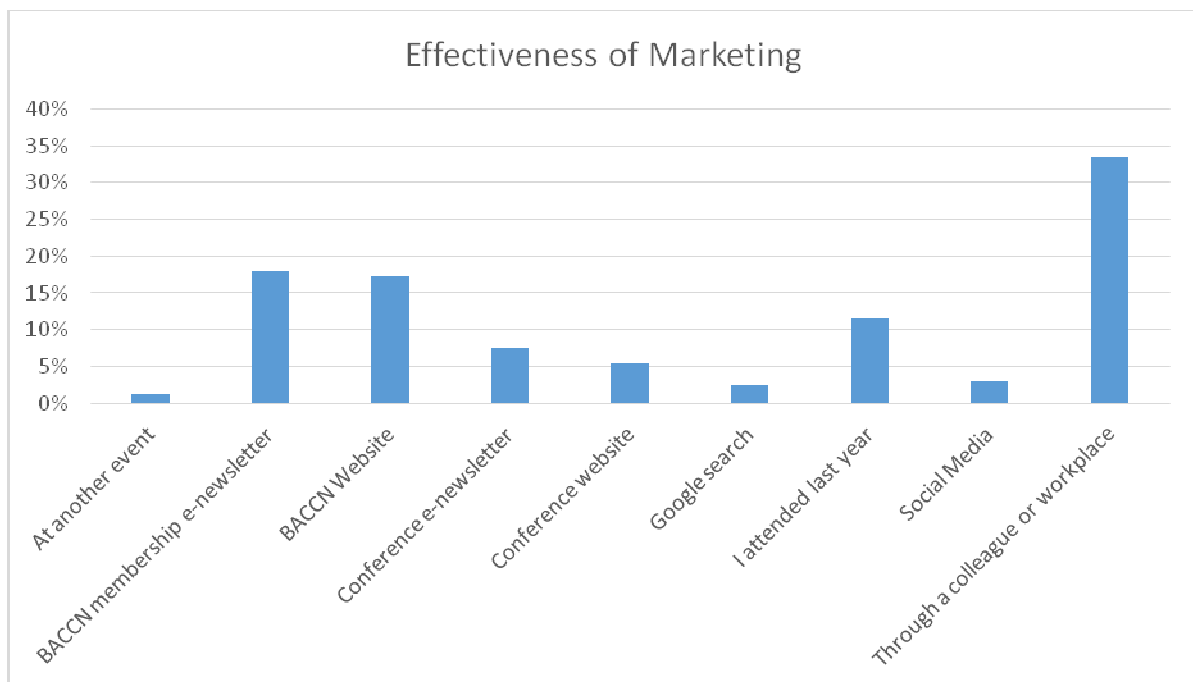


The Numbers



Effectiveness of Marketing

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



Sponsors and Exhibitors

Exhibition Area

The exhibition was split over two levels, on the ground and first floor of the Technology and Innovation Centre. However, both floors got excellent footfall since the main auditorium has access onto both floors and the majority of the breakout rooms were on the first floor. Most catering was served in and around the exhibition, with an overflow being served from the venue's café. A few reciprocal and charity stands were positioned in spaces throughout the exhibition.

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

Breakdown of Sponsors

Sponsor	Package
LINET UK Ltd	Conference Partner
Sage Products	Partners in Prevention
Barts Heart Centre - Barts Health NHS Trust	Conference Handbook Sponsor
Draeger Medical UK	Name Badges
Fukuda Denshi UK	Welcome Reception
Orion Pharma (UK)	Educational Workshop Partner
Hill - Rom	Delegate Bag Sponsor

Exhibition Revenue

In total there were 35 exhibition stands, this was the maximum we could fit into the venue.

- 4 stands were included with sponsor packages
- 31 stands were exhibitors only
- 2 table top stands were free of charge (FOC)

Breakdown of exhibitors only and FOC's

Exhibitor	Package
Adult Critical Care Central Manchester Foundation Trust	Exhibition - First Floor
Aerogen	Exhibition - First Floor
Armstrong Medical	Exhibition - First Floor
B.Braun Medical	Exhibition - First Floor
Baxter	Exhibition - First Floor
Cardiac Services	Exhibition - Ground Floor
Convatec	Exhibition - Ground Floor
Convatec	Exhibition - Ground Floor
Cook Medical	Exhibition - Ground Floor
Dale by HC 21	Exhibition - First Floor
Distinctive Medical	Exhibition - Ground Floor
Draeger Medical UK	Exhibition - Ground Floor

FEAT	Table Top
Flexicare Medical	Exhibition - Ground Floor
Fresenius Medical Care (UK)	Exhibition - First Floor
Fukuda Denshi	Exhibition - Ground Floor
ICU Steps	Table Top
Intersurgical	Exhibition - First Floor
Kapitex Healthcare	Exhibition - First Floor
KwickScreen	Exhibition - Ground Floor
Medstrom	Exhibition - First Floor
Orion UK	Exhibition - Ground Floor
Royal Naval Reserve	Exhibition - First Floor
Sage Products	Exhibition - Ground Floor
Sage Products	Exhibition - Ground Floor
Sarstedt Ltd	Exhibition - Ground Floor
Sphere Medical	Exhibition - Ground Floor
Stryker	Exhibition - Ground Floor
Stryker	Exhibition - Ground Floor
Teleflex	Exhibition - First Floor
Thornbury Nursing	Exhibition - Ground Floor
Ventmed	Exhibition - First Floor
Walters Medical	Exhibition - First Floor

Additional revenue

Company	Extra
Convatec	Inserts
Oxford University Hospitals NHS Trust	Inserts
RAF	Inserts
Teleflex	Inserts
Various	Additional tickets

Exhibitor Feedback

Feedback forms were given to all exhibitors onsite at the event and they were asked their thoughts about the conference organisation, quality of delegates, value for investment, timings, catering, set up and allocation of space. All responses on the feedback forms received were EXCELLENT or VERY GOOD.

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 19th September. The meeting was facilitated by David Waters who asked the companies their feedback in an informal discussion. Around 15 exhibitors attended and the comments were entirely 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.

'Very well organised pre + during the conference'

'Require more space between stands'

'The Echo Team were excellent, very helpful as always and quick to respond'

Conference 2017

A 'Sponsorship at a Glance' document including a floorplan was prepared prior to conference 2016 and was placed in each exhibitor pack. Companies began submitting booking forms and choosing their stand space. A summary of what has already been booked/reserved is below –

Royal Naval Reserve – have reserved 4 exhibition stands in a block together for the forces. They are having a meeting in October to discuss their combined stand.

Draeger – have booked 1 stand

Distinctive Medical – have booked 1 pre-function area stand

Sage Products – have booked Partners in Prevention sponsorship including 2 stands

Convatec – have booked 2 stands (would also like to reserve 14 hotel rooms at the venue and will pay for 10 delegates to attend)

Walters Medical – have booked 1 stand

Fukuda Denshi – have booked 1 stand in the pre-function area and the Welcome Reception Sponsorship

Sphere Medical – have booked 1 stand

LINET – have reserved 2 stands and have confirmed they would like to take the Main Partner sponsorship once again

Dale Medical – have enquired about booking a stand

Fresenius – have enquired about booking a stand

Delegates

Overall

All delegates were fully paid up in advance of the conference.

Total booked on Monday 19 th September	328
Total booked on Tuesday 20 th September	318
No. of delegates who booked for one day only	18
No of delegates who booked both days	314
Total delegates booked	332

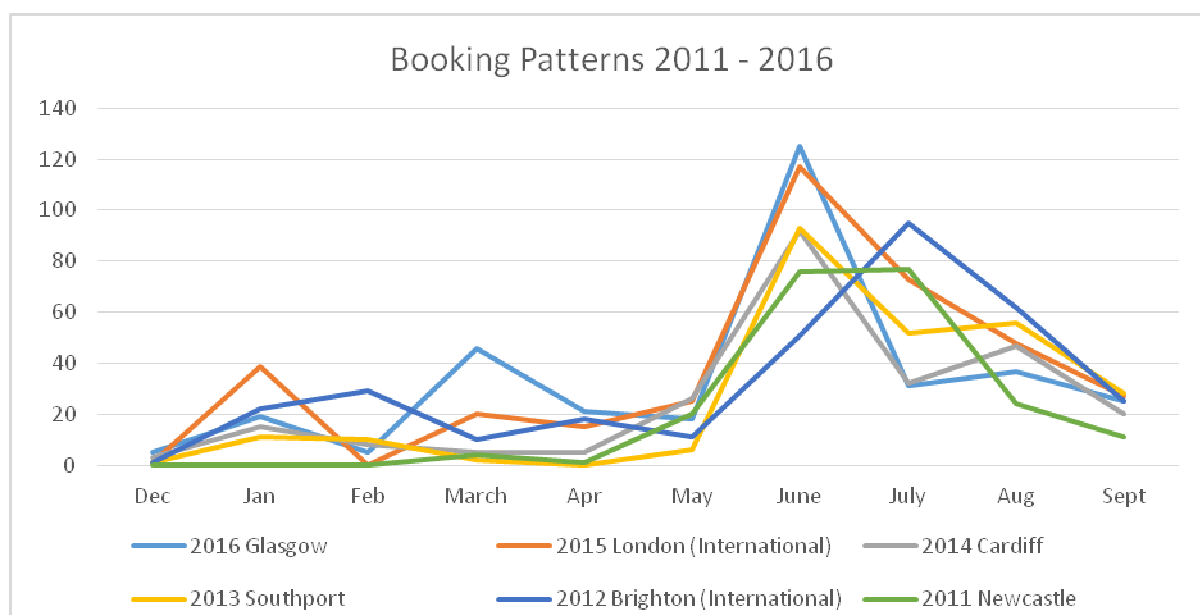
Delegate Types

Booking Type	No.	%
Delegate – Member	181	54.4
Delegate – Non Member	144	43.5
Delegate – Member Developing Country	0	0
Delegate – Non-Member Developing Country	0	0
Delegate – HCA Member	3	0.9
Delegate – HCA Non Member	4	1.2
Invited Speakers, volunteers, sponsors etc (FOC)	28	N/A
National Board Member (FOC)	14	N/A

Masterclass

Total attendees	57
With conference	31 (3 from Scotland)
Without conference	26 (14 from Scotland)

Booking Patterns (paying delegates only)



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%

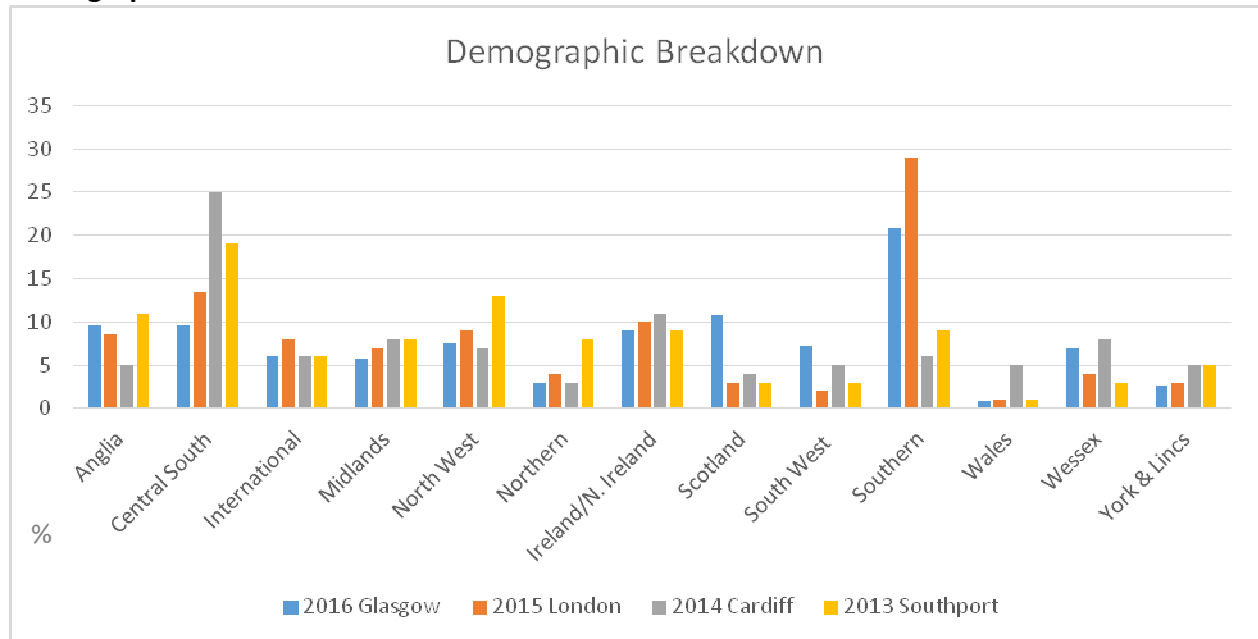
2010 Southport											
Month	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Total
No.	0	0	2	10	7	2	146	38	46	32	283
%	0	0	0.7	3.5	2.5	0.7	51.6	13.4	16.3	11.3	100%

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.

The large peak of registrations in March was due to the University Hospital Southampton NHS Foundation Trust, who registered 18 people and Royal Free London NHS Foundation Trust who registered 20 people.

We had a good number of early bookings which was aided by opening registration earlier and promoting the super early bird rate to members prior to Christmas.

Demographics



As expected the event received a high number of delegates from Scotland this year, although Southern was still the best represented region.

Attendance from most regions was good however, surprisingly, attendance from Northern was less than in previous years and Anglia, South West and Wessex was higher than for London 2015.

International attendance was better than the last two years however there is still room for improvement in this area and further thought needs to be put into attracting international delegates for the next international conference.

International delegates attended from the following countries:

- Australia
- Canada
- Denmark
- Malta
- Taiwan
- United States

Technology at Conference

For the second time we had an Event App for delegates to use on the day to check the programme, access abstracts and contact other delegates. This year we also had all of the sponsor and exhibitor details included, to again reduce the size (and cost) of the paper event guide by having the abstracts available through the app only. The event guide still had the full conference programme along with general information and the poster walk schedule.

The Event App in numbers:

- 306 downloaded the event app

- Between 8am & 9am were the peak log on times on both days

Most popular pages:

Page Title	Page Views
Presentations Search	1224
Abstracts Search	942
Network	889
Social Media	591
Venue Information	421
Chat	414
Add Note	222
https://twitter.com/BACCNUK	213
Pre-Conference Masterclass	178
https://www.facebook.com/BACCN	171

In the post event feedback form we asked the delegates if they **didn't** use the event app to tell us why, some of the responses are detailed below:

- Im am not very au fait with 'apps'
- Phone wouldn't download it, I think my phone is too old!!
- I was with a group of other people who were using it. I found the conference brochure of particular interest.
- I do not have a smart phone
- it was not working properly during the conference. I was unable to view the app.
- Unable to access WiFi and had patchy signal in the venue
- I did not have space on my phone to download another app
- Did not have time

We asked those who did use it to rate the event App on a scale of 1-5 with 1 being poorest & 5 being excellent. Out of the 100 people who answered the question 45% give the event app 4/5 and 22% gave it 5/5

The elements of the App delegates found most helpful were:

Programme (83%)

Speakers (45%)

General Information (42%)

Abstracts (41%)

Delegate list (28%)

Messages (20%)

Sponsor/Exhibitor (19%)

Recommendations for Future Years

Sponsorship & Exhibition

- **Suggestions for future locations for the conference** – Bristol, Plymouth, Liverpool, Manchester, Birmingham
- **Exhibition Stands** – the exhibition stands at the 2016 conference were split in to two separate areas, which isn't an ideal solution for exhibitors or delegates. Although we would normally avoid this, it actually worked well due to the main auditorium having access from both floors, and because all of the breakout rooms were on the upper floor.

In 2017, back in the Park Plaza Riverbank, we will again have an exhibition room which contains all shell scheme stands and catering.

The pre-function area will again contain table top stands as shell scheme build will be restricted in the main exhibition room. These stands will no doubt serve as a much needed extra location to sell exhibition space due to the popularity of the London conference.

- **Exhibitor Passport** – we didn't have the passport at conference in 2016. This was to avoid those companies who need to comply to specific codes having to be omitted from the card. None of the exhibitors who attend regularly had any complaints about this so we would recommend leaving it out. We also had companies who were able to attend specifically because we did not include it in the prospectus.
- **Conference Partner** – we again secured a main Conference Partner. LINET were confirmed as CP in 2015 and 2016 and as of November 2016 LINET have confirmed their Conference Partner status for 2017.
- **Seating Areas for Delegates** – Due to the higher than expected delegate numbers in Glasgow, additional catering and seating was provided outside of the exhibition area at lunchtime only. This meant delegates were happy but it did not adversely affect the footfall in the exhibition since the overall numbers were still high and all coffee breaks were still catered for in the exhibition only.

Venue

- **Venue Restrictions** – Following some issues with the loading bay in 2015, which impacted on the exhibition set-up, we were very clear with everyone who would need access about what their time slot would be. This resulted in a very smooth set-up process on the Sunday and everything we needed to be ready being ready in time, even with the added pressure of having the welcome reception in the Exhibition Area. We will adopt this process again next year, knowing that the limited access at the Park Plaza Riverbank will result in the same difficulties.

Programme

- **Posters** - for 2016 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.
- **Management of breakout rooms** – in 2016 we had a great layout of breakout rooms, with the majority being on one floor, all beside each other. Returning to the Park Plaza Riverbank, we will again need to be clever about how we best use the rooms and manage the programme. However, we will have additional flexibility and less need to split up the main plenary room due to renovations at the hotel which has added a new room that can be divided into three.
- **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 2017, as there will be the need to change floors to get to different breakouts.
- **Sim Lab** – this year 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.
- **Pre-Conference Masterclass: AKI and Regional Citrate Anticoagulation for CRRT** - this was a very popular topic that attracted both delegate and sponsor interest. We closed bookings at just over 55 registrations, and had one sponsor who was willing to join. Unfortunately, we missed out on this revenue due to the unavailability of the final programme, needed by the sponsor for compliance reasons. In future, we may need to have the final plan in place earlier to avoid missing out again. The large number of speakers involved in this class also resulted in a loss of final profit for the masterclass alone, since we had to pay travel and accommodation costs for them. It is advised that future masterclasses of this type should have a maximum of two speakers. It was very well received by the attendees.

Technology

- **Event App** - I would like to recommend this is kept for the 2017 conference along with a hard copy programme and poster schedule only.

Social Programme

The welcome reception took place on Sunday evening at the Technology and Innovation Centre, within the exhibition area. This was well attended and delegates were welcomed by a piper, which was very popular! Having the reception in the exhibition is a good selling point when booking exhibition space and also allows delegates to orientate themselves in advance of conference. If this is possible in London, I would recommend it.

The conference dinner took place at the Grand Central Hotel on Monday evening and the theme was a touch of tartan. Delegates were given a drink on arrival and welcomed by a representative of Glasgow City Council, who then joined the dinner. The dinner was held in the ballroom and followed

by a ceilidh, which was very well received, with the dance floor being constantly filled until the end of the night.

Back in the Park Plaza in 2017, we will again have the issue of the dinner venue being too tight to allow for anything other than the seated dinner so we will need to look into solutions for this.

Bookings

Opening bookings well in advance of Christmas helped secure a good number of January bookings. We plan to continue this for 2017 and open registration as early as possible

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.

Planned dates for 2017:

Register your interest – open Oct 2016

Super Earlybird launch – Nov 2016

Abstract submission open – Nov 2016

Abstract submission closes – 31st Mar 2017

Standard bookings open – 1st July 2017

Thank you

The BACCN would like to thank all those involved in making the 2016 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.