BACCN 2020 Conference Report

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Contents

Introduction

The 35th Annual BACCN conference was initially set to take place on the 14 & 15 September at the NTU Nottingham. The conference theme was "Critical Care Nursing: The Next Decade"

Following the outbreak of COVID 19 in March, discussions were had as to whether the conference could be delivered virtually and in April the announcement was made that this year would be the first ever virtual BACCN Conference.

The virtual conference took place on the same dates and was hosted at Woodhaven Space in Woking. There were 11 Board members, 4 presenters, 1 support volunteer, 6 AV team and 1 conference organiser present onsite. All other presenters and delegates attended virtually.

The programme consisted of 6 plenary and 4 parallel breakout sessions across two days. On Sunday 13th, conference opened with the virtual Welcome Reception via Zoom.

The main programme consisted of 9 workshops, 3 live streamed simulation labs, 32 concurrent presentations, 26 posters and 12 pre-recorded poster presentations. The virtual conference also included a resource hub where additional pre-recorded presentations were added that could not be included in the main programme.

In the evenings, the delegates were invited to join a virtual welcome reception and virtual Gala Dinner via Zoom.

2020 Virtual Objectives
- To offer the opportunity for all BACCN members to join conference free of charge – **452 registered to attend**
- To offer non-BACCN members the opportunity to join conference at a reduced rate - **12 paying delegates**
- To increase membership by making membership fee less than conference fee **- 103 new members joined between March & September Board meetings (not directly connected to covid resources promotion)**
- To encourage sponsors & exhibitors to continue to support us virtually and generate as high an income as possible – **£35,900 received**
- To keep costs to a minimum to help reduce the potential loss - **Target Met**
- To offer a packed virtual programme with a varied selection of topics and speakers – **Target Met**

Finance
- The conference is expected to make a loss of **£13,717.43**
- The exhibition & sponsorship revenue was **£35,900**
- Delegate revenue was **£600**
- Making a total net revenue of **£36,500**
- Expenditure for the event was **£50,217.43**

Key dates
- Registrations open – 11th October 2019
- Super Early bird – until 31st March 2020
- Abstract submission – until 31st March 2020, which was extended to end of July given the circumstances
- Virtual Conference Announced – 21st April 2020
- Event dates – Monday 14th – Tuesday 15th September 2020

Marketing

Marketing for the conference started in October 2019 announcing registration open and 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, up until nationwide lockdown on 23rd March 2020.

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

Web stats

2020			
Month	**Visits**	**Most viewed Pages (after home page)**	**No of unique visitors**
Oct 19	456	Register Programme Abstract	340
Nov 19	557	Programme Abstracts Register	408
Dec 19	459	Programme Register Abstracts	320
January	769	Abstracts Book your place Programme	589
February	776	Abstracts Programme Register	595
March	608	Abstracts Programme Register	482
April	575	Register Programme Meet the Speakers	420
May	716	Register Programme Abstracts	568
June	715	Abstracts	561

| | | Programme | |
		Programme – Day 1	
July	859	Programme Register Abstracts	679
August	1154	Programme Programme – Day 1 Programme – Day 2	928
September	2078	Programme Programme – Day 1 Register	1523

Site Visit Comparison
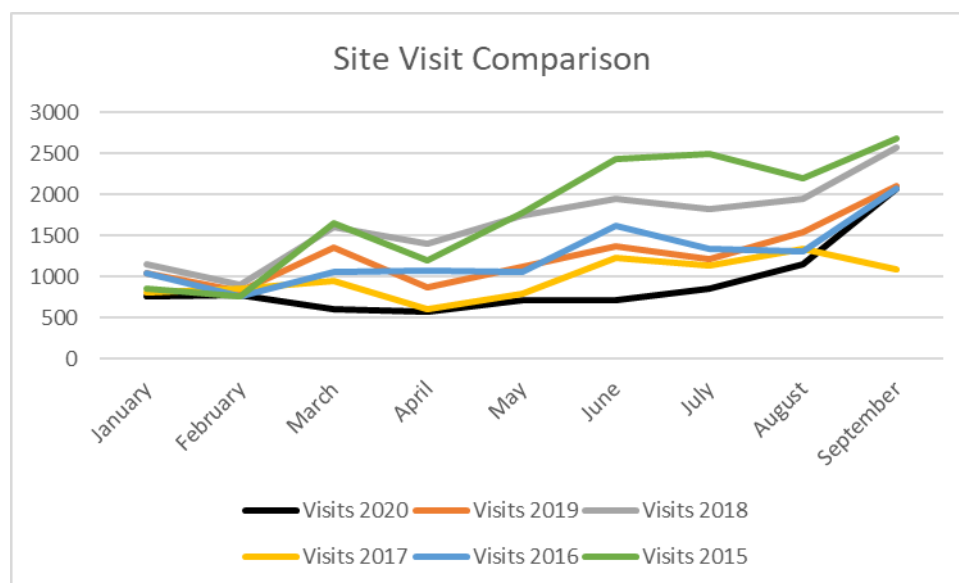
Direct emails

Subject Title	Content included	Sent Date	Sent to	Opened by
Registration open!	Launch email and deadlines	11.10.19	5541	24%
Tips on Writing an Abstract	Abstract submission & CC in Nottingham	20.11.19	5405	21%
Happy New Year 2020!	call for abstracts, super earlybird + what's to come in 2020	08.01.20	2285	32%
♥ Happy Valentines! ♥	Abstract submission, programme, Keynotes	14.02.20	2280	32%
Abstract Deadline Approaching	Abstract submission, keynotes	03.03.2020	5518	20%
BACCN Virtual Conference 2020 Announced!	Virtual conference, Abstract submission extension, keynotes	21.04.20	5646	29%
Abstract Deadline Approaching!	Abstract submission, presenting virtually, what to expect, free registration	22.06.20	1893	33%
Virtual Conference 2020	Membership, what to expect, keynotes	06.07.20	2641	24%
What to Expect?	Registration, what to expect, keynotes	24.08.20	2517	30%
Our workshops - your last chance - don't miss out!	Pre-con masterclass to registered delegates only	07.09.20	8132	25%

|				
BACCN 2020 Conference	Delay in conference registration details	10.09.20	407	68%
Know Before You Go (Virtually!)	Info for registered delegates	13.09.20	450	85%
2020 Feedback Questionnaire & Certificate of Attendance	Request for feedback and certificate of attendance	01.10.20	267	73%
BACCN Virtual Conference 2020 - Revisited	Details of how to access sponsor webinar workshops	19.10.20	1750	41%

Reciprocal Deals

Company / Charity name	Event Date
ACPRC	23rd - 24th April 2021
ASPIH	Virtual 10-11 November, we have virtual stand
CC3N	cancelled
Critical Care Symposium	cancelled
EFCCNA	Ongoing
Guys and St Thomas ICS	postponed until further notice
HC-UK	Ongoing - we submitted virtual stand info
ICNARC	No update
ICU Steps	No update
Intensive Care Society	No update
Irish Association of Critical Care Nurses	cancelled
RCN (Royal College of Nursing	cancelled
SBK Healthcare events	No update
UKCCRG	No update
EBME Expo	30th June – 1st July 2021, Marshall Arena, Milton Keynes
Encephalitis Conference 2020	8th December 2020 - hybrid
ESPNIC - European Society of Paediatric & Neonatal Intensive care	Multiple
ISRRS 2019	November 2020 (4 hour virtual event)
FIS/HIS International	Virtual, 9-11 November, Online
Organ Donation	Multiple
Orthopaedic and Trauma course	18th June 2020
online only	

The conference was also listed on the following websites:
- Nursing Events
- Canadian Association of Critical Care Nurses
- Centre for Nursing Innovation
- American Association of Critical Care Nurses

Effectiveness of Marketing

When registering to attend the event delegates were asked 'how did you hear about this event' the responses are shown below. The BACCN membership e-newsletter and website shows a significant dominance in how people hear about conference, alongside social media and throught a collegue / workplace valueing the Link Members in each unit.
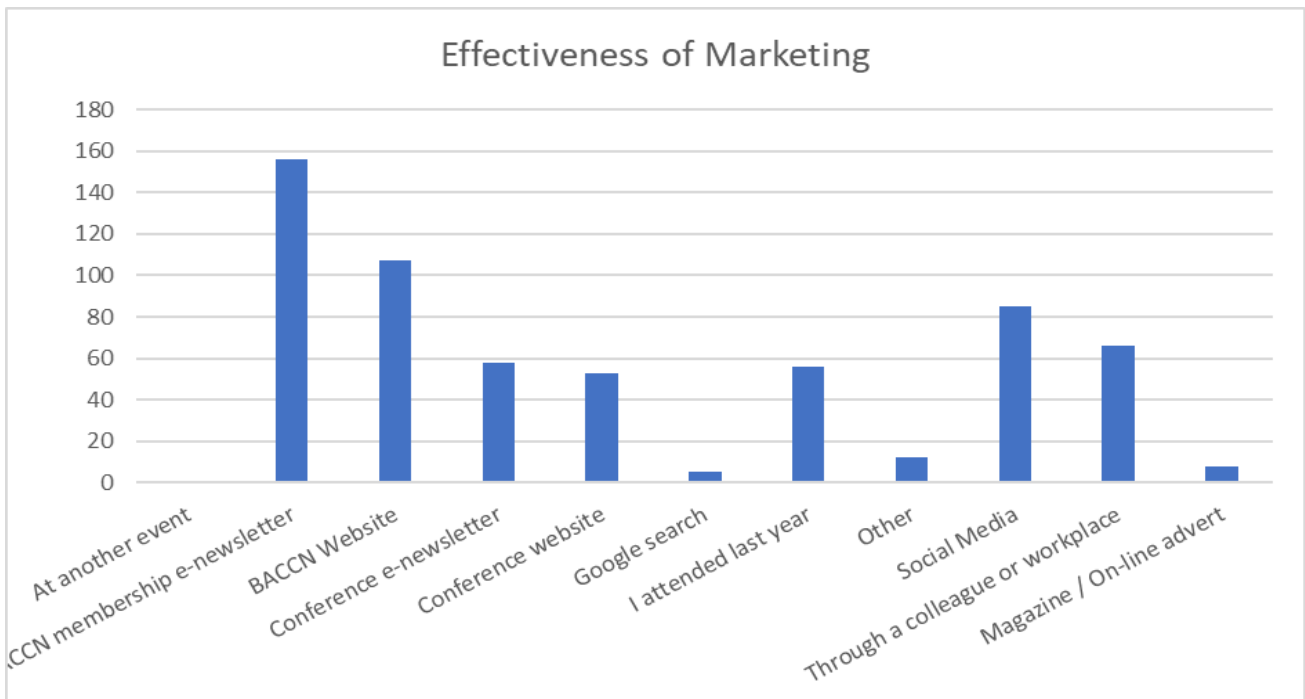
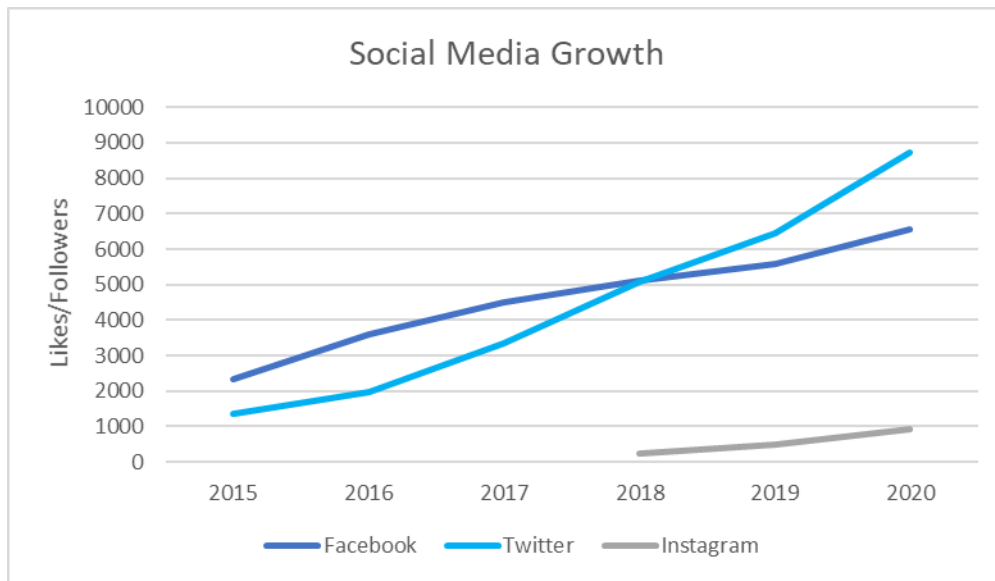**Social Media**

Facebook – 6,572 likes (5,576 in Nov 2019) - www.facebook.com/BACCN

Twitter – 8,725 followers (6,435 in Nov 2019) - www.twitter.com/BACCNUK

Instagram – 910 followers (475 in Nov 2019) - www.instagram.com/baccnuk/

There continues to be fantastic growth in all social media streams. The Twitter Chats are proving to be a great way of growing our following on Twitter in particular.

Social Media Growth

This year we continued to build on our Conference social media activity as Jonathan Downham arranged several interviews with conference presenters, sponsors, and the conference director. This proved very valuable in increasing our social media presence at the time. All the videos are still available on Facebook.

Sponsors and Exhibitors

Virtual Exhibition Area
This year saw the introduction of the first BACCN Virtual Exhibition. This included a unique page for each exhibitor, where they could have a video presentation, company profile, product details, links to their own site and staff contact information.

The exhibition area received 2424 hits during the conference.

Exhibition and Sponsorship Revenues
The conference brought in a total of **£35,900** for exhibitor and sponsorship packages. This was of course much lower than budgeted due to moving the conference online and having to price packages so sponsors and exhibitors would still support the event, despite it being a completely new type of event for them.

Sponsorship Revenue
The figure achieved for sponsorship sales was **£22,300.00.** We feel this figure is a great achievement given the complete change in event format and not a great deal lower than last year's figure.

Sponsorship revenue											
Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total sales	£7,950	£18,400	£19,280	£9,850	£15,410	£30,170	£35,206	£31,445	£34,595	£29,665	£23,940

Breakdown of Sponsors

Sponsor	Package
LINET UK	Virtual Conference Main Partner
Draeger	Educational Resource Partner

Hillrom	Educational Workshop Partner
Stryker	Educational Workshop Partner & Launch Pad
prosys	Educational Supporting Partner
North Bristol NHS Trust	Educational Supporting Partner Express 2 x 20min, Recruitment Campaign
Intersurgical	Launch Pad
Arjo	Educational Workshop Partner
3m	Educational Workshop Partner
Pentland Medical	Launch Pad
ST BARTS	Recruitment Marketing Campaign
Burnt Orange	Commercial Company Marketing

Exhibition Revenue

In total there were 16 exhibitor profile pages. Exhibition alone brought in **£14,000 worth of revenue**.

Exhibition revenue											
Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Total sales	£48,292	£47,549	£56,785	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	£66,700	£71,522

Breakdown of exhibitors only and FOC's

Sponsor
LINET UK
Draeger
Hillrom
Stryker
prosys
North Bristol NHS Trust
Intersurgical
Arjo
3m
hameln pharma
Cardiff University

RAF
Navy
Fresenuis
Pentland Medical
Flexicare

Reciprocal Deals
Nursing Midwifery Council
Frontline Coffee

Charity Exhibitors
Cavell Nurses
Laura Hyde Foundation

Cavell Nurses
Cavell Nurses Trust is the charity supporting UK nurses, midwives, and healthcare assistants, both working and retired, when they are suffering personal or financial hardship often due to illness, disability, older age, domestic abuse, and the impact of the coronavirus. From simple, essential support like money to repair a broken boiler, to vital, life-changing aid like helping a family flee their home due to domestic abuse, Cavell Nurses? Trust is here to help. This support transforms lives, and the nursing and midwifery professionals we help often say they are happier, healthier, and able to stay in or return to work.

Laura Hyde Foundation
The Laura Hyde Foundation, the UK's newest and only charity that focuses on mental health awareness and support specifically for our medical and emergency services personnel.

The Laura Hyde Foundation donated lanyards for the medals for our morning fun run, and this was well received by the runners.

Launch Pad
For the 3rd Year running, the Launch Pad was well received with the delegates.

With the format being virtual, launch pad consisted of pre-recorded video presentations with product demonstrations during the coffee and lunch breaks.

The duration of each launch pad was approximately 15 mins and delegates were encouraged to direct all questions to the exhibit directly by instant messaging on the exhibitor's profile page.

Companies who took part in the Launch Pad sessions:

- LINET

- Stryker

- Intersurgical

- Pentland Medical

- NHS North Bristol

Launch Pad revenue

Company
LINET
Stryker
Intersurgical
Pentland Medical

Delegates

Overall

Total registered	464
Total attended	280

Delegate Types

Booking Type	No.	%
Members – Online Conference	452	52.4
Non-Members – Online Conference	12	46.2
Invited Speakers, volunteers, sponsors etc (FOC)	115	N/A
National Board Member (FOC)	11	N/A

Booking Patterns

Booking Patterns 2015 - 2020
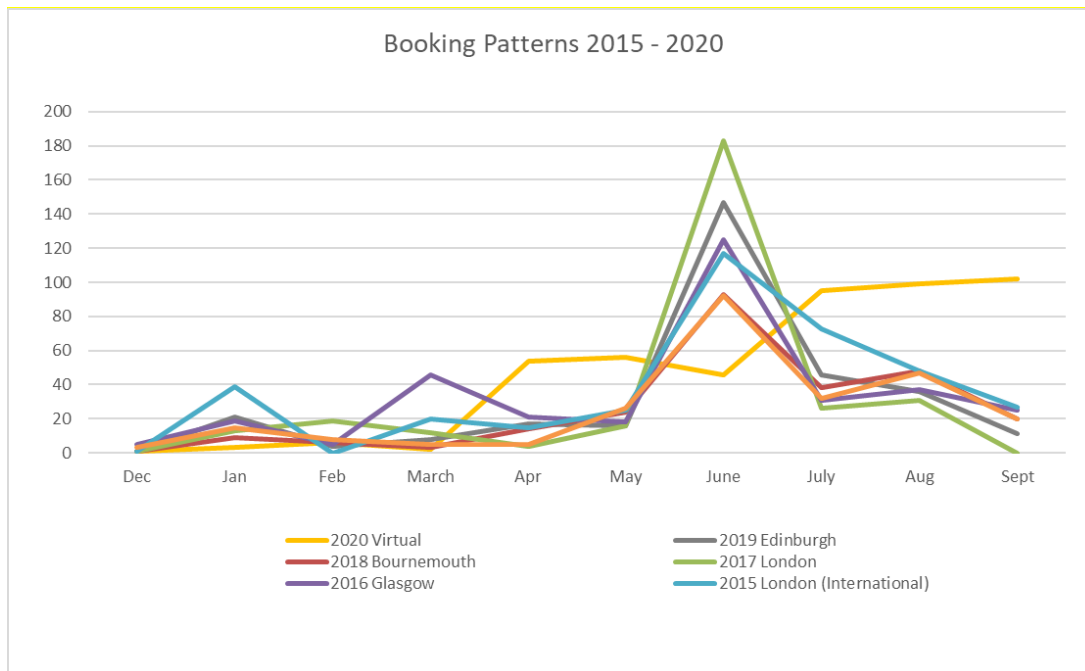
2020 Virtual										
Month	**Dec**	**Jan**	**Feb**	**March**	**Apr**	**May**	**June**	**July**	**Aug**	**Sept**	**Total**
No	1	3	6	2	54	56	46	95	99	102	464
%	0	1	1	0	12	12	10	20	21	22	100%

Due to taking the conference online and the amount of uncertainty during these times, the booking pattern follows a completely different trend to what we have seen before.

As the event was virtual, registrations remained open for delegates to join last minute if they wished. The number of bookings started to increase from July when abstracts were confirmed, and presenters started to register to attend.

2109 Edinburgh										
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	**Total**
No	1	21	4	8	17	16	147	46	36	11	**307**
%	0	7	1	3	6	5	48	15	12	4	**100%**

2018 Bournemouth										
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	**Total**
No.	1	9	6	3	14	24	93	38	48	20	**256**
%	0	4	2	1	5	9	36	15	19	8	**100%**

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%**

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%**

Demographics (percentage of registered attendees from each region)
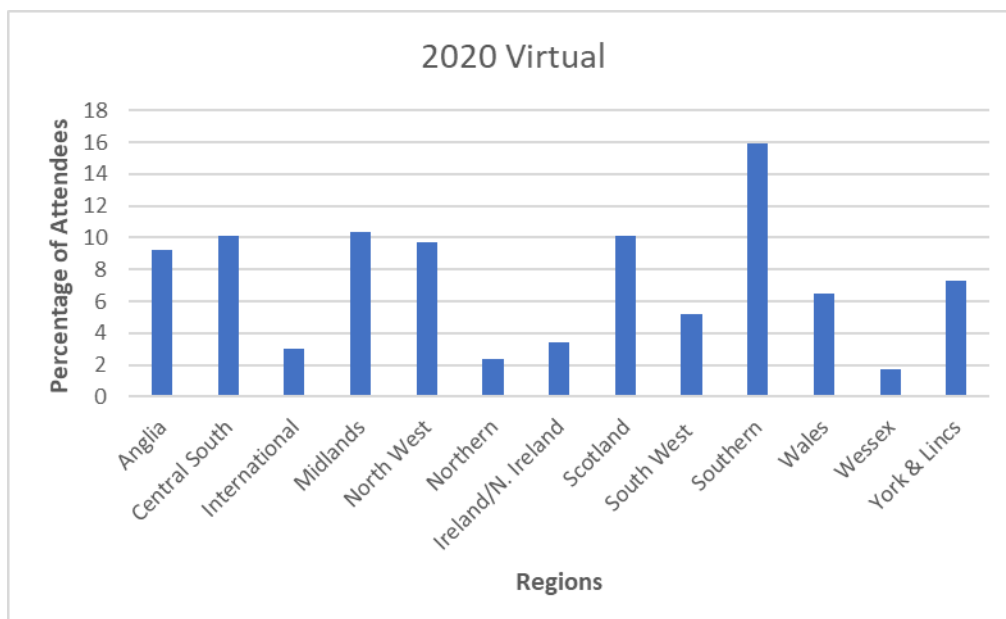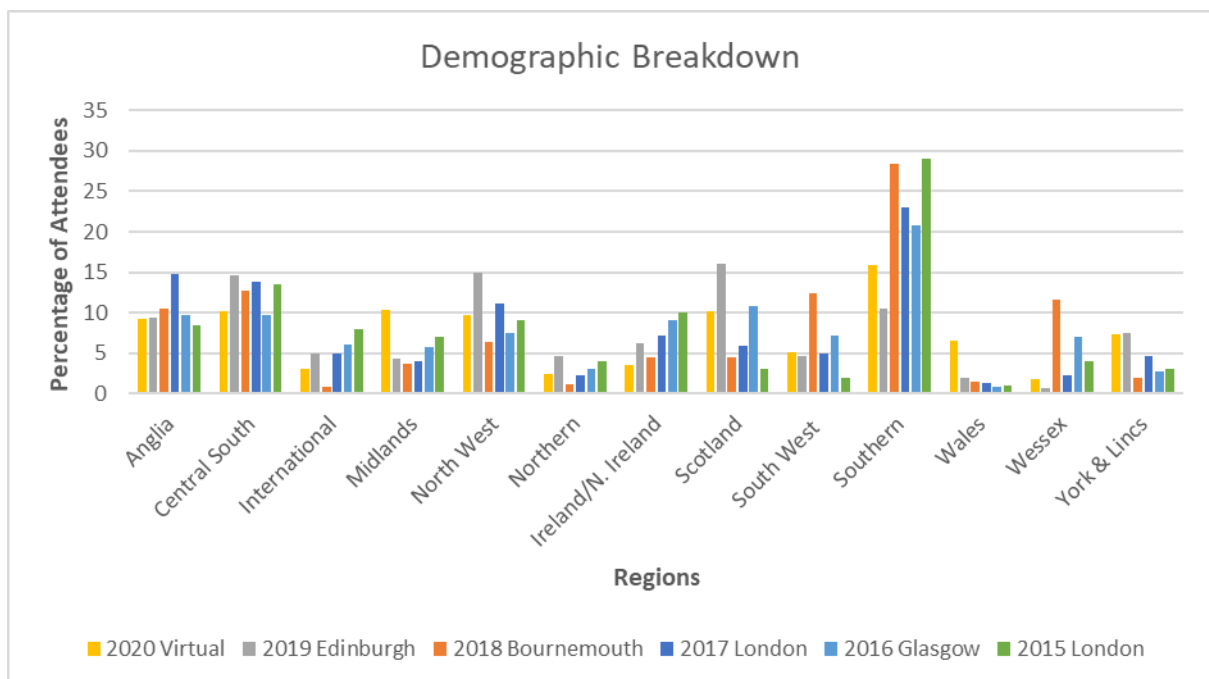
Despite the conference being made accessible by a much wider audience, the demographic data stayed the same. Noticeable jumps were from Southern, the Midlands and Wales, whereas Central South, North West and Scotland all had less bookings than before.

Technology at Conference

This year we faced the challenge of finding an app that could not only host a virtual conference but include many of the different elements expected at a BACCN Conference such as various streams, poster presentations, sim lab, exhibition space and more.

Following several conversations with a variety of app developers, the decision was made to use All In The Loop, as they confirmed they could provide everything we were looking to achieve as well as providing a quote within budget.

Once the conference drew closer, it became apparent that All In The Loop were not able to deliver the full conference experience they had promised us but, with Echo and CPS, worked to achieve as best an outcome as possible. However, on the event days themselves, it was evident the app was not able to cope and the system did fail on many occasions. Despite the number of technical issues experienced, the feedback from delegates was extremely positive. See below some comments received via the post event survey:

- *I know you had some IT problems but you worked through them fantastically and i would say well done to everyone who organised this, it cant have been easy but you did a great job. Thank you.*

- *Occasional technical problems but to be expected with a conference so large using this type of technology for the first time. Overall very well done.*

- *There were a few Blips but considering the enormity of the task I thought it was phenomenal*

The Event App in numbers:

- 593 unique users registered onto the event app

- Of those 280 logged in to watch sessions

- 2151 messages sent during the conference

- 4019 sessions were viewed

#ConferenceRevisited2020

Since conference, we have hosted a series of webinars free to BACCN members and BACCN Virtual Conference Attendees to revisit some of the Sponsor workshops that were shown during conference. This gave our sponsors some additional exposure and a chance to connect with those delegates who experienced technical issues and were not able to view the session originally.

We have also launched a conference revisited site where the conference content is available for everyone who registered for the conference and BACCN Members.

Recommendations for Future Years

Event Style

- **Hybrid Event**
  Many delegates have commented how great it has been to attend the conference this year as they normally cannot make it to a physical event. Also, with everything still being very uncertain for the next 12 months, many will not feel comfortable attending a physical event.

Programme

- **Content**
  Following the technical issues experienced this year, comments have been made regarding attempting to replicate a physical event online instead of embracing the virtual element. Going forward I think a focus on having less content might work better and allow delegates more time to engage with the presenters and move between sessions. This will also reduce any issues with session times. Also, having a platform training session could be incorporated into the welcome reception for those viewing online.

- **Live/pre-recorded presentations**
  The option to pre-record sessions was great for many presenters to still be involved in the event. However, a live presentation is much more engagement and should be encouraged for future events, whether in person or virtually.

Technology

- **Conference App**
  Now we have the experience of a virtual event and with many events now taking place virtually, there is much more choice and feedback available for us to research apps that can manage the requirements of the BACCN Conference going forward.

Bookings

- Tiered payment structure to include a reduced price for attending virtually.

Planned dates for 2020:

Super Earlybird launch – November 2020
Abstract submission open – December 2020
Abstract submission closes – 31 Mar 2021
Standard bookings open – 30 June 2021

Thank you

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