BACCN 2021 Conference Report

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Introduction

Due to the continued uncertainty with regards to restrictions caused by the COVID-19 pandemic, it was decided that this year's conference would once again take place online. A conference 'studio' would be used once again to run the event from, with the board again acting as chairs from that venue.

The title for this year's conference was "Critical Care Across The World: Breaking Down Barriers".

The virtual conference took place on the 13 and 14 September 2021. There were 13 Board members, 7 AV team and 1 conference organiser present onsite. All 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 AGM followed by the Welcome Reception via Zoom, which incorporated a virtual sing along with the ICULibertySingers choir master Kari.

The main programme consisted of 5 keynotes, 6 workshops, 39 concurrent presentations, 44 posters, including 25 pre-recorded poster presentations.

We had a live Zumba class on both mornings of conference, led by Katie Macdonald who joined us in person at the conference headquarters.

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

2020 Virtual Objectives
- To register over 200 paying delegates - **Target exceeded – 258 paying delegates**
- To encourage sponsors & exhibitors to continue to support us virtually and generate as high an income as possible – **Target exceeded - £42,298 secured**
- To keep costs to a minimum to help reduce the potential loss - **Target exceeded – profit made**
- To offer a packed virtual programme with a varied selection of topics and speakers – **Target Met**

Finance
- The conference was expected to make a loss of £13,717.43
- The exhibition & sponsorship revenue was **£42,298**
- Delegate revenue was **£15,620.83**
- Expenditure for the event was **£49,949.17**
- Making a total net revenue of **£7,969.66**

Key dates
- Registrations open – 15th January 2021
- Super Early bird – N/A this year
- Abstract submission – until 16th April 2021, which was extended to end of June given the circumstances
- Event dates – Monday 13th – Tuesday 14th September 2021

Marketing

Marketing for the conference started in January 2021 announcing registration open and promoting abstract submission.

The main streams of marketing were as follows.
- Direct emails
- Membership newsletters
- Journal
- Social Media
- Contra deals

There were no industry or regional events for us to attend or share information with due to the general cease in any event activity.

Web stats

2021			
Month	**Visits**	**Most viewed Pages (after home page)**	**No of unique visitors**
Oct-20	582	2020 revisited	414
Nov-20	321	2020 revisited	239
Dec-20	208	2020 revisited	168
January	521	Abstracts	363
February	527	Programme - rehab Register Programme	415
March	665	Abstracts Programme About Conference	519
April	671	Abstracts Programme Programme - rehab	527
May	571	Programme - rehab Programme Abstracts	451
June	862	Programme - Day 1 Programme Programme - Day 2	675

July	658	Programme Programme - Day 1 Register	515
August	824	Programme Programme – Day 1 Meet the speakers	631
September	1285	Programme Programme – Day 1 Programme - Day 2	982

Site Visit Comparison
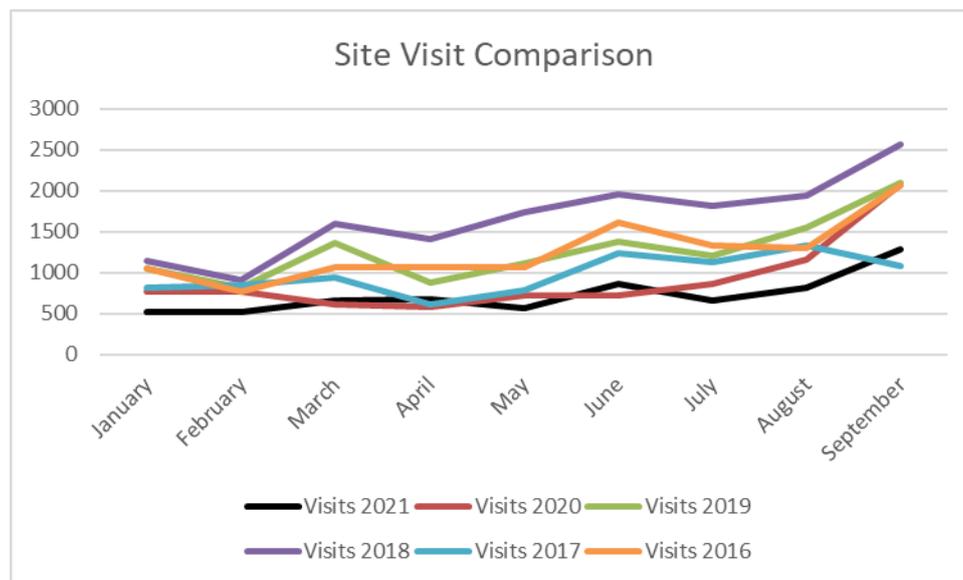
Direct emails

| Subject Title	Content included	Sent Date	Sent to	Opened by
Registration open!	Launch email and deadlines	15.01.21	8666	25%
Programme Announcement	Abstract submission & rehab steam announcement	08.02.21	4787	30%
❤ Happy Valentines! ❤	Abstract submission, registration	14.02.21	1714	27%
Abstract Deadline Approaching	Abstract submission, keynotes	08.03.21	2195	33%
We want to hear from you	Virtual conference, Abstract submission, abstract prizes, dragon's den	06.08.21	2562	30%
Full Programme Announced	Abstract submission, full programme, dragon's den	22.06.21	3016	32%
Know Before You Go (Virtually!)	Info for registered delegates	07.09.21	272	60%
2021 Feedback Questionnaire & Certificate of Attendance	Request for feedback and certificate of attendance	04.10.21	205	71%
BACCN Virtual Conference 2021 - Revisited	Details of how to access sponsor webinar workshops	19.10.21	233	53%

Reciprocal Deals

Company / Charity name	Event Date
ACPRC	Friday 23rd - Saturday 24th April 2021
ASPiH	8th - 10th November 2021
BIA - British Infection Association	FIS 2021: Federation Of Infection Societies Conference 2021 Friday 5th November at Manchester Central, UK and Monday 8th - Tuesday 9th November, Online
CC3N	CC3N Symposium 2021 cancelled
Critical Care Symposium	18th Annual Critical Care Symposium - 28th and 29th April 2022 - venue tbc
EBME Expo	EBME Expo, 30th June – 1st July 2021, Marshall Arena, Milton Keynes
HC-UK	Ongoing
ICU Steps	N/A
Intensive Care Society (ICS)	ICS STATE OF THE ART - 6-8th Dec 2021 - virtual
IPS - Infection Prevention Society	IP2021 - 27-29 September, ACC, Liverpool
RCN (Royal College of Nursing)	Various
SBK Healthcare events	several

- It is worth noting that there may be some events missing from this list but this is in most cases because their events were not taking place and hence their events team were not responsive to our reciprocal requests.

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 BACCN/Conference website shows a significant dominance in how people hear about conference. Through a colleague or workplace showed a significant peak this year, placing value on the word-of-mouth marketing.

Effectiveness of Marketing
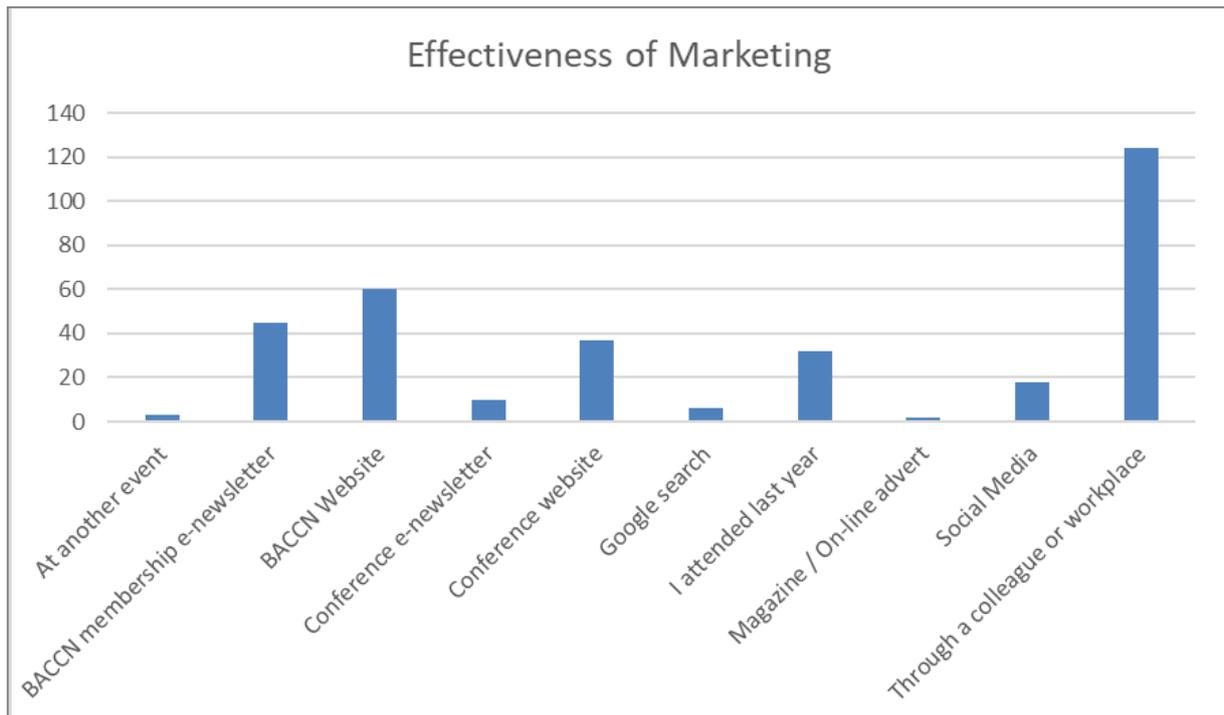
Social Media

Facebook – 7,066 likes (6,572 in Nov 2020) - www.facebook.com/BACCN

Twitter – 10,352 followers (8,725 in Nov 2020) - www.twitter.com/BACCNUK

Instagram – 1,174 followers (910 in Nov 2020) - 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. We're well over our first 10k followers on Twitter now which is an excellent achievement.

Social Media Growth
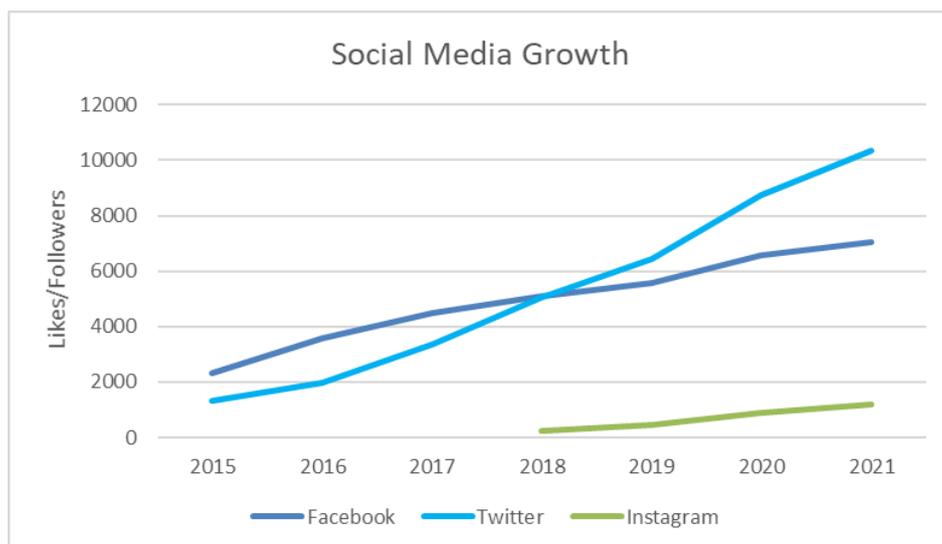
This year we continued to build on our Conference social media activity and used this platform to further promote our conference partners with pre-event interviews conducted by Karin and shared in the run-up to the event. This proved very valuable in increasing our social media presence at the time. All the videos are still available on Facebook.

Sponsors and Exhibitors

Virtual Exhibition Area

This year's virtual expo 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. Each exhibitor was given access to their profile in advance of the event to be able to design/populate their pages as they wished to do so.

Sponsorship & Exhibition Engagement

We reviewed and revised the Sponsorship packages from the 2020 conference and introduced new package levels to increase the Sponsor and delegate interaction for 2021.

In line with the "Breaking down barriers" theme we gave premium sponsors the opportunity to join our "Countdown to Conference" campaign by being interviewed by BACCN Conference Director – Karin Gerber prior to the conference. The 10-minute recordings were then posted on BACCN social media channels and the Virtual conference platform.

Social Media Interviews	
Conference Partner	LINET UK
Platinum Sponsor	Hillrom
Platinum Sponsor	Sintectia
Platinum Sponsor	Stryker
Platinum Sponsor	Arjo
Platinum Sponsor	North Bristol NHS Trust
Gold Sponsor (Platinum Corporate Member)	3M

Sponsorship & Exhibition Sales

Conference sponsorship & exhibition secured **£42,298.00** + VAT in total through the sale of sponsorship & exhibition packages.

We had a total of 12 companies participate in 2021 which was 6 less than 2020.

In 2020 the sales revenue was **£35,900.00 + VAT** with 18 sponsors.

With the increased value of the sponsorship packages the 2021 revenue was increased by **£6,398.00**

The virtual launch pad was reduced to 5 minutes as opposed to 15 min demonstrations in previous years. This gave more of an "advert break" in between the sessions and enabled the delegates to also watch on demand.

BACCN Virtual Conference 2021 Confirmed Sponsors							
Sponsorship	Organisation	Amount (£)	(£) Incl VAT	Notes	Exhibitor Page Profile Views	Launch Pad Views	Workshop attendees
Virtual Conference Main Partner	LINET UK			Gold corporate partner for 4 members 1 year - FOC	61	80	100
Platinum Sponsor - Workshop,Launch pad, exhibitor	Hillrom			20 % Corporate Partner discount and Early Bird £300 off before 7th	33	51	50
Platinum Sponsor - Workshop,Launch pad, exhibitor	Stryker			20 % Corporate Partner discount and Early Bird £300 off before 7th May	44	45	52
Platinum Sponsor - Workshop,Launch pad, exhibitor	Sintectia				29	46	53
Platinum Sponsor - Workshop,Launch pad, exhibitor	Arjo			Early Bird £300 off before 7th May	34	49	78
Platinum Sponsor - Workshop,Launch pad, exhibitor	North Bristol NHS Trust			Early Bird £300 off before 7th May	35	59	50
Gold Sponsor - Launch pad, Exhibition	3M			20% Corporate Partner discount and Early Bird £300 off before 7th May	31	47	
Gold Sponsor - Launch pad, Exhibition	Intersurgical			Early Bird £300 off before 7th May + £300 loyalty discount further	37	45	
Silver Sponsor - Exhibitor Only	Draeger			Early Bird £300 off before 7th May	41		
Silver Sponsor - Exhibitor Only	Convatec				22		
Silver Sponsor - Exhibitor Only	Aerogen				21		
Silver Sponsor - Exhibitor Only	Fresenius				29		
Additional Exhibitor Passes x 3	Sintectica						
Total £		42,298.00	50,757.60				

Target		10,000				

Delegates

Overall

Total registered	265
Total attended live	211

Delegate Types

Booking Type	No.	%
Members – Online Conference	145	54.7
Non-Members – Online Conference	120	45.3
Invited Speakers, chairs etc (FOC)	20	N/A
National Board Member (FOC)	13	N/A

Booking Patterns
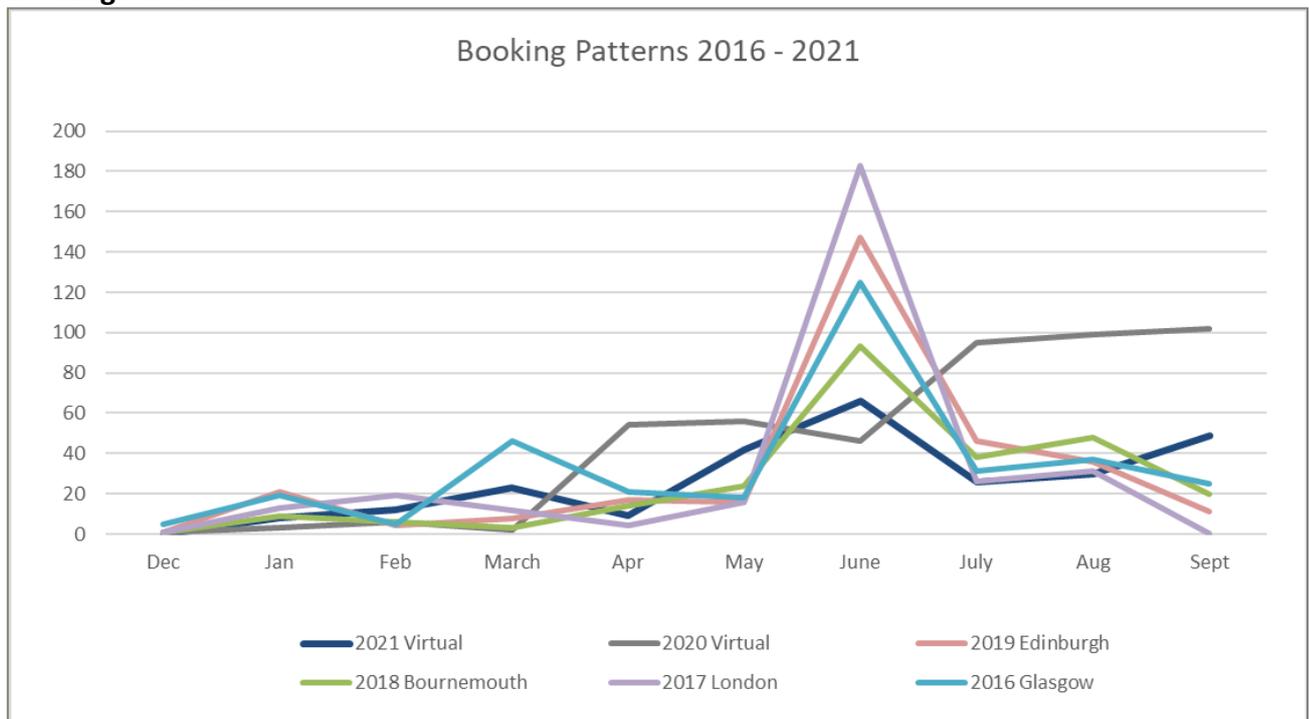
2021 Virtual										
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No	0	8	12	23	9	42	66	26	30	49	265
%	0	3	5	9	3	16	25	10	11	18	100%

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. There was a peak in June when the presenters were told their abstracts were accepted and were asked to register to confirm their place on the programme.

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%

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%**

Demographics (percentage of registered attendees from each region)

2021 Virtual
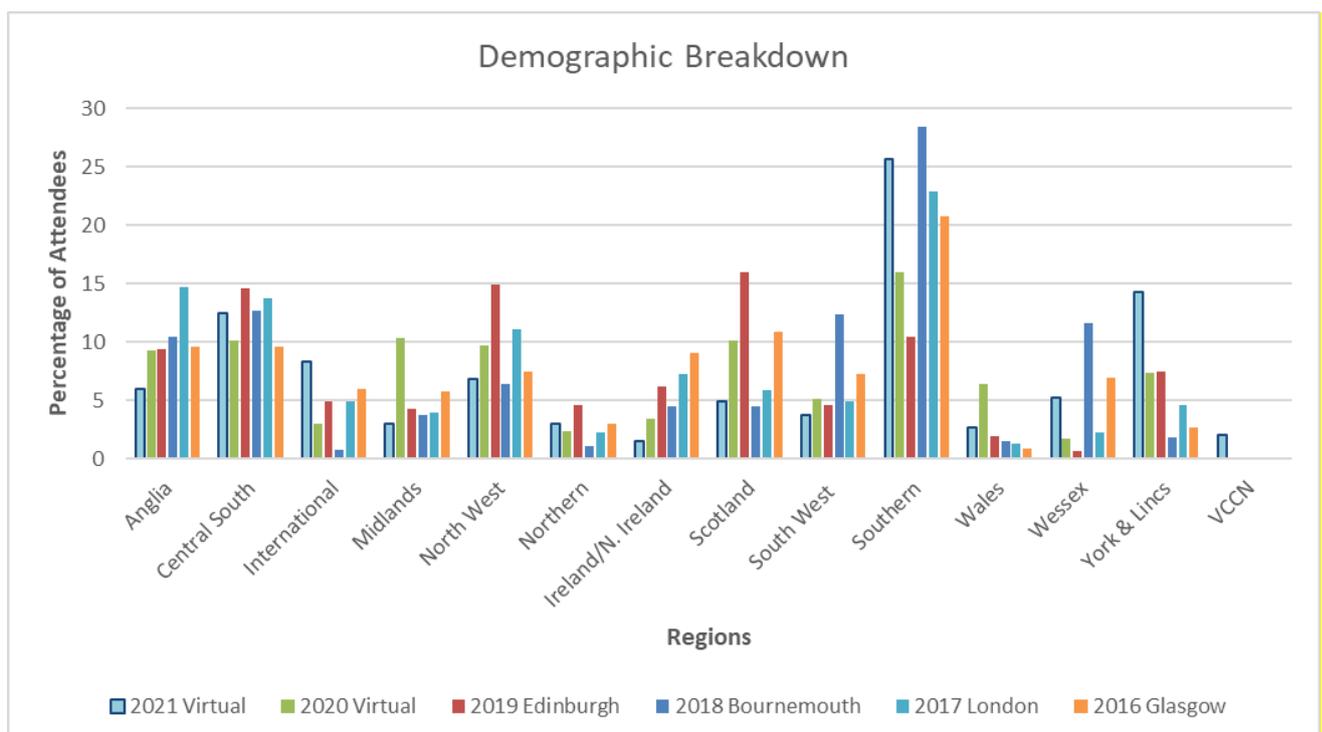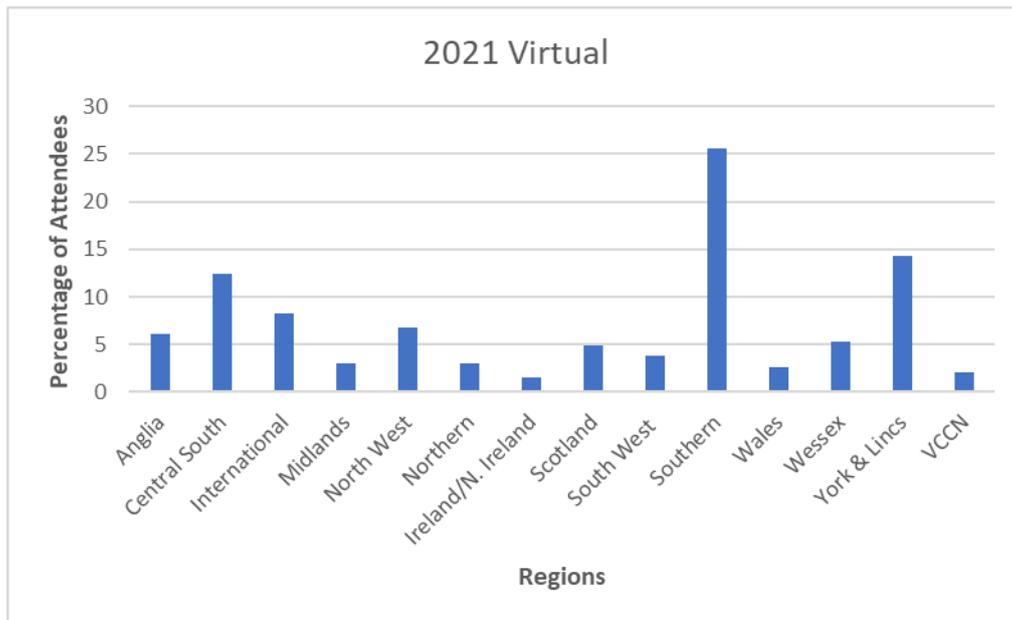
Despite the conference being made accessible by a much wider audience, in general, the demographic data stayed the same.

However, there was a definite increase in international attendance, for obvious reasons. Yorks and Lincs also had a noticeable peak, due to two large bookings from Leeds Teaching Hospitals Trust and York Teaching Hospital NHS Foundation Trust.

Technology at Conference

After our experience with All in the Loop in 2020, we were extremely vigilant with our search for this year's conference platform and did a number of demonstrations with a range of suppliers before settling on Reattendance, which we felt offered the many of the different elements expected at a BACCN Conference such as various streams, poster presentations, sim lab, exhibition space and more.

The key element was that there was a huge amount of control in the hands of both CPS and Echo, allowing us to be confident that everything would run smoothly, and anything that didn't could be remedied/handled in a swift manner.

#ConferenceRevisited2021

This year's platform includes the possibility for all delegates to log back into the same system and re-watch anything they missed or indeed watch again anything they wanted to see more of.

It is worth noting that although this appeared to be a simple process when discussed at the sales point of choosing an app, in reality CPS had to do a lot of work in the back end to download, edit and re-upload every session that took place.

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. This is worth considering for future years but always with caution. We do not want Trusts to have the option of paying for a cheaper version of conference and result in reducing our in-person delegate numbers

Programme

- **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 engaging and should be encouraged for future events, whether in person or virtually.

Technology

- **Conference App**
  Despite some initial teething issues when we first went live during the event this year, the platform in general served our needs well. Having one where CPS could take so much control over what was happening on the programme side was fantastic. And Echo were able to structure the site, the programme and manage all of the delegates independent of the providers too, resulting in an overall smoother process for all concerned.

Planned dates for 2020:

Super Earlybird launch – November 2021
Abstract submission open – November 2021
Abstract submission closes – 30 April 2022
Standard bookings open – 30 June 2022

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.