

BACCN 2022 Conference Report

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Introduction

The 37th Annual BACCN conference took place on the 17 & 18 October at the ICC Belfast. The title of the conference was “Critical Care Across the World: Breaking Down Barriers”. The conference was the first Joint Conference with the IACCN.

The programme consisted of 5 plenary and six parallel breakout sessions across two days. On Sunday 16th, conference opened with the Welcome Reception and early registration.

The main programme consisted of 3 interactive workshops, 6 sponsored sessions, 4 hands on simulation labs, a research symposium, 48 concurrent talks and 52 poster presentations.

The programme also incorporated speakers and topics from NORF, PCCS and the VCCN.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area and the Gala Dinner in the ICC Belfast.

2022 Objectives

- To attract over 350 paying delegates – **Target met**
- To make profit on the event – **Target met**
- To receive 100 abstracts – **Target met: 105 received**
- To achieve full exhibition & sponsorship with at least £100,000 income – **£96,166 received**
- To offer a packed programme with a varied selection of topics and speakers – **Target met**

Finance

- Exhibition & sponsorship revenue: **£ 96,166**
- Delegate revenue: **£123,151.29**
- **Visit Belfast funding:** **£ 19,250**
- Total net revenue: **£238,56.29**
- Total expenditure: **£207,723.92**
- Profit: **£ 30,843.37**
- **IACCN, 5% profit share:** **£ 1,542.17**
- **BACCN profit:** **£ 29,301.20**

Key dates

- Event Launched – **15th November 2021**
- Super Early bird – until 31st Jan
- Early bird – 1st Feb to 29th June
- Standard – 30th June – event date
- Abstract submission – until 31st March
- Event dates – Monday 17th – Tuesday 18th October

Marketing

Marketing for the conference started in mid-November 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 adverts
- Social Media
- IACCN
- Reciprocal deals
- Regional events

Direct emails

Subject Title	Content	Sent	Sent to	Opened	Clicked
BACCN Conference 2022 - Registration Open!	Conference launch email	15-Nov-21	9,213	31.50%	1.70%
BACCN Conference 2022 - Register and Save!	Conference partner, abstracts, earlybird	25-Jan-22	5,967	37.90%	10.80%
BACCN Conference 2022 - We need you!	Call for abstracts	04-Apr-22	5,673	37.70%	1.20%
BACCN Conference 2022 - Abstract deadline tomorrow	NOrF, PCCS, VCCN, Abstracts, COP26	28-Apr-22	7,782	32.20%	2%
BACCN Conference 2022 - Latest News!	Keynotes, Belfast, Sustainability	13-Jun-22	4,968	39.10%	2.40%
BACCN Conference 2022 - Full Programme Launch!	Launch of full programme	16-Aug-22	7,680	33.50%	4.10%
BACCN Conference 2022 - Let's get social!	Programme and social programme	08-Sep-22	7,989	31.80%	2.60%
BACCN Conference 2022 Our workshops - your last chance - don't miss out!	All sponsored workshops promotion	10-Oct-22	7,314	34.80%	2%
BACCN Conference 2022 - Know Before You Go	Info for registered delegates	14-Oct-22	520	59.40%	23.50%
2022 Feedback Questionnaire & Certificate of Attendance	Request for feedback & link to download certificate of attendance	04-Nov-22	324	72.20%	54.40%

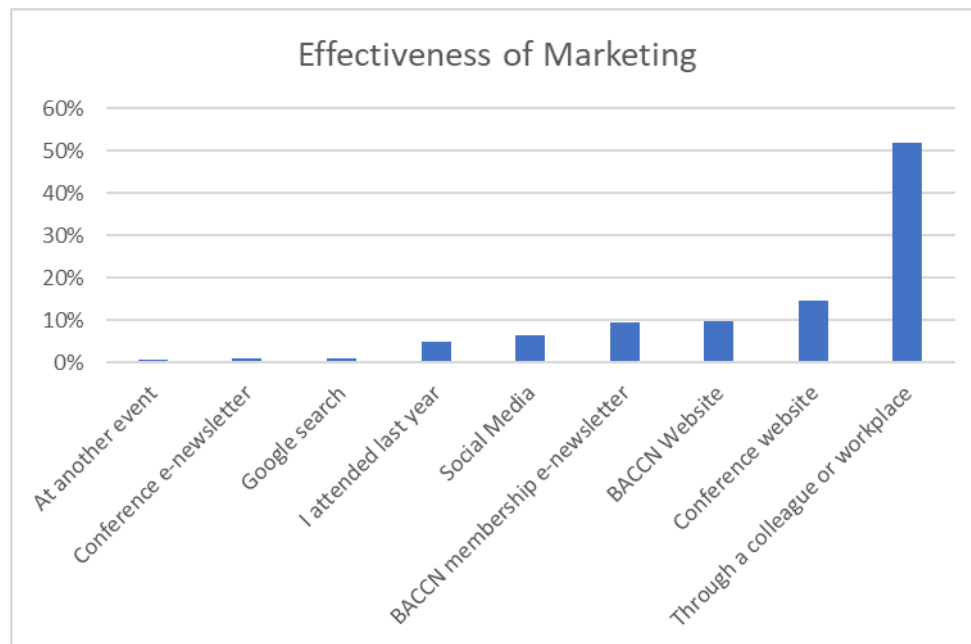
Reciprocal Deals

There were still some organisations who did not return to full face-to-face events in 2022, so we expect the number of reciprocal arrangements to increase again from 2022 into 2023 as more return to their original formats.

Company / Charity name	Event Date
Critical Care Symposium	18th Annual Critical Care Symposium - 28th and 29th April 2022 - Manchester
HC-UK	Regular monthly events
ASPiH	1 st November 2022
EBME	28-29th of June 2022; Coventry
ICU Steps	Not in 2022
Intensive Care Society (ICS)	ICS State of the Art 28th of June - 1st of July 2022 Belfast
CC3N	
BVNA British Veterinary Nursing Association	7-9th of October 2022, Telford
IVNA Irish Veterinary Nursing Association	28 & 29th May 2022, Tullamore Ireland
ACPRC	21 & 22nd April 2023

Effectiveness of Marketing

When registering to attend the event delegates were asked ‘how did you hear about this event’ the responses are shown below. Through a colleague or workplace shows a significant dominance in how people hear about conference, reinstating the value of Link Members and in our current members, committees and board members being vital in how we spread the word.



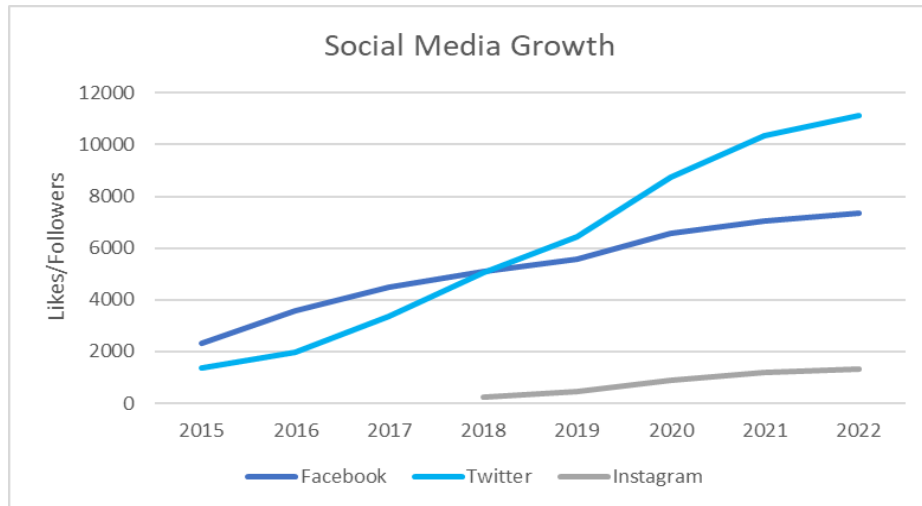
Social Media

Facebook – 7,347 likes (7,066 in Nov 2021) - www.facebook.com/BACCN
(7,764 people also follow the page)

Twitter – 11,120 followers (10,352 in Nov 2021) - www.twitter.com/BACCNUK

Instagram – 1,314 followers (1,174 in Nov 2021) - www.instagram.com/baccnuk/

LinkedIn - this still has a low number of followers in comparison to the others, but also shows a little steady growth – 744 followers (605 in Nov 2021) - <https://www.linkedin.com/company/baccn>



There continues to be fantastic growth in all social media streams. Twitter in particular continues to show the greatest growth.

This year we continued to build on our Conference social media activity with live chats with some of the keynote speakers, conference director and some live “action” from within the event, keynote speakers etc. This proved very valuable in increasing our social media presence at the time. All the “live” clips are still available on Facebook and will be used to advertise #BACCNConf2023.

Jonathan Downham and Ian Naldrett worked together very effectively to make this happen.

Sponsors and Exhibitors

Exhibition Area

The Exhibition took place at the ICC Belfast in Hall One, most stands were in the main Hall we had several exhibitors at the entrance into the hall due to demand from commercial exhibitors and a number of reciprocals and charities in the adjacent corridor on tabletop stands.

Across the hall, foyer and corridor the footfall was excellent as delegates moved throughout the areas to attend workshops and seminars. The catering was served within the Main Exhibition Hall, across four catering stations to prevent long queues and ensure that exhibitors and delegates across all areas had a catering point nearby.

This event was very well attended by both delegates and exhibitors and there was certainly a large demand from exhibitors to be part of this event. The location in Belfast did not pose a problem for exhibitors or delegates but in fact provided them with an opportunity to spend time either side of conference visiting the city.

Exhibition and Sponsorship Revenues

The conference brought in a total of **£96,166.00** for exhibition stands and sponsorship packages. This was lower than our budget of £100,000.

Sponsorship Revenue

The figure achieved for sponsorship sales was **£42,145.00 an increase of £18,205.00** on the previous figure of **£23,940.00**. It's great to see such an increase in sponsorship and certainly demand, the packages are great value for the exposure the sponsors receive during conference and or advertising prior and throughout.

Sponsorship revenue										
Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022
Total sales	£19,280	£9,850	£15,410	£30,170	£35,206	£31,445	£34,595	£29,665	£23,940	£42,145

Breakdown of Sponsors

Package	Sponsor
Conference Partner	LINET UK
Welcome Reception	LINET UK
Platinum Sponsor	Stryker
Platinum Sponsor	Seating Matters
Delegate Bag Sponsor	Seating Matters
Gold Sponsor	Draeger
Gold Sponsor	Fresenius

Exhibition Revenue

In total there were 25 exhibition stands. Exhibition alone brought in **£58,399 worth of revenue**. This is lower than the 2019 figures however the revenue has been made up in sponsorship sales. It is also worth noting that the average spend per exhibitor has increases from £1,700 to over £2,300.

The time since the last event in 2019 may have impacted the exhibition revenue in terms of the repeat exhibitors, as well as the ongoing covid uncertainty. Several of the 2019 exhibitors were Scottish specific also.

The feedback and the event overall gave us great confidence that we will have no problem increasing the below figure next year in Nottingham.

Exhibition revenue										
Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022
Total sales	£56,785	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	£66,700	£71,522	£58,399

Breakdown of exhibitors only and FOC's

Stand Number	Organisation
1 - 6X3	Baxter/ Hillrom
2 - 3X3	Fukuda Denshi UK
3 - 3X3	Nursing and Midwifey Council
4 - 6x4 - space only	LINET UK
5 - 6x3 - custom lounge	LINET UK
6 - 6 x3 - space only	Arjo
7 - 3x3	Armstrong Medical
8 - 3x3	Pall Corporation
9 - 3x3	ISKUS Health
10 - 3x3	Convatec
11A 3x3	ite medical
11B 3x3	Jonathan Downham
12 - 3x3	OSKA
13 - 3x3	Prosys International
14 - 6x3	hameln
15 - 3x3 - space only	Fresenius Medical Care
16 - 3x3	States of Guernsey
17 - 6x3 - space only	Stryker
18 - 5X3	Draeger
19 - 5x3	Seating Matters
20 - 3x2	Walters Medical
21 - 3x2	3M
22 - 3x2	Intersurgical
23 - 3x2	Med Surgical
24 - 3x2	Pentland Medical

Additional revenue:

Additional exhibitor passes - @£200pp + VAT	
Stand Number	Organisation
2	Fukuda Denshi
7	Armstrong Medical
10	Convatec
18	Drager
8	Pall Corporation
15	Fresenius Medical Care
9	ISKUS Health
16	States of Guernsey

Additional Dinner Passes - @£70pp + VAT	
Stand Number	Organisation
2	Fukuda Denshi
12	Oska
18	Drager
Media Package	CCM Recruitment
14	hameln
13	Prosys International

Table Top Stands and Reciprocals

Table Top Stands	Organisation
T4	Edinburgh University
T5	HSCNI - Public Health Agency
T1	ASPIH
T2	CC3N
T3	PCCS
T6	NOrF

Launch Pad

The return of the Launch Pad this year was a real success and was a focal point within the exhibition. Having it close to the catering station worked well this year. This was a branded, separate area of the exhibition with TV, microphones and speakers so that exhibitors could be heard and present a particular new technology or other kit etc.

Companies took part in the Launch Pad sessions which were 15 min bite sized presentations.

- **LINET:** Had 2 Sessions in their package
- **Pall:** Had 1 session
- **Seating Matters:** Had 1 session
- **Stryker** Had 2 sessions included. They used one to present and one to carry out the CPR challenge – throughout the conference they utilised the launch pad for further opportunities to engage with delegates.

The Launchpad is certainly something we advise that we can capitalise on further as there was demand among the other exhibitors that they wanted to get involved so my recommendation would be to add these as a bolt on for exhibitors when they are sold outside of the sponsorship packages. They worked well and can be used as an additional revenue driver. The launch pad also adds variety to the conference and content through demonstrations.

Sponsor and Exhibitor Thanks

We had support from some of our sponsors and exhibitors in providing equipment and material for the Simulation Labs – those companies were LINET, Fukuda Denshi, Draeger, Stryker and Intersurgical.

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 16th September. The meeting was facilitated by David Waters who asked the companies for their feedback in an informal discussion. Around 10 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.

BACCN Members Hub

Located in a prominent area inside the exhibition, the BACCN Members Hub area gave members the chance to have this central meeting point where several membership benefits were visible and housed under one “roof”:

- **Membership services**

Existing membership related queries. Six new members joined onsite. Promotional merchandise on sale:

- Branded Water Bottle
- Travel Mugs
- BACCN Pins

- **Regional Committees –**

An area for the Regional Advisors to engage with the regions themselves.

- **Wiley Publications**

Wiley had a table top exhibition stand within the zone, and Josef Trapani and Lyvonne Tume, the co-editors of the NiCC Journal were present to meet with delegates who had queries about publication and writing for publication.

Delegates

Overall

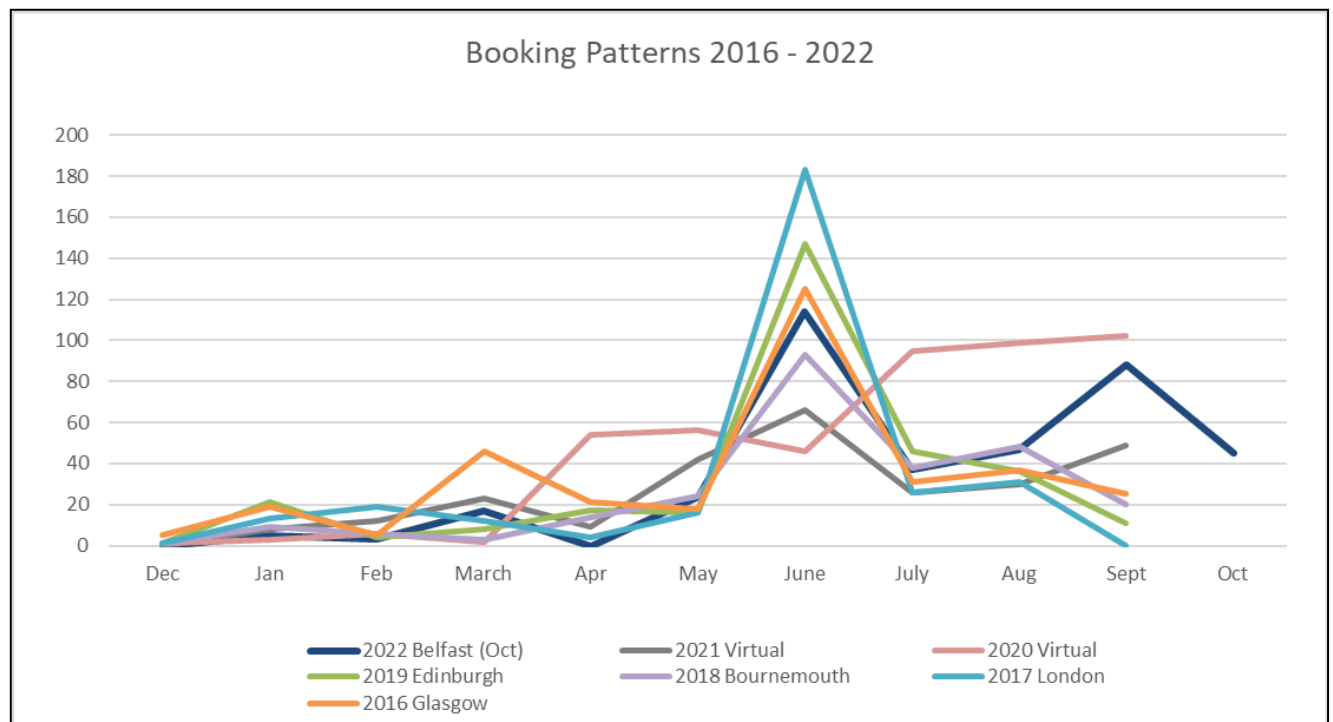
Total booked on Monday 17 th October	311
Total booked on Tuesday 18 th October	328
No. of delegates who booked for one day only	59
No of delegates who booked both days	290
Total delegates booked	349

Delegate Types

Booking Type	No.	%
Delegate – Member	165	47.3
Delegate – Non Member	184	52.7
Invited Speakers, volunteers, invitations (FOC)	45	N/A
National Board Member (FOC) (including ex board)	15	N/A
IACCN Board Member (FOC)	9	N/A

Booking Patterns (paying delegates only)

This year's bookings have the same peak in June when the earlybird finished and when abstract presenters were confirmed, and also has the same peak in September with late bookings. There's then the one extra point on the graph for October bookings due to the later date.



2022 Belfast (Oct)

Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Total
No	0	5	3	17	0	24	114	37	47	88	45	380
%	0	1	1	4	0	6	30	10	12	23	12	100%

The standard earlybird closed on the 30th June resulting in an influx in bookings throughout May and June. Abstracts were accepted in May which also led to a large portion of bookings in June.

We again had a particularly large boost in numbers in June this year, with 30% of all bookings coming in over that one month. In fact, almost 90% of all bookings were made in the months from June – October.

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%	

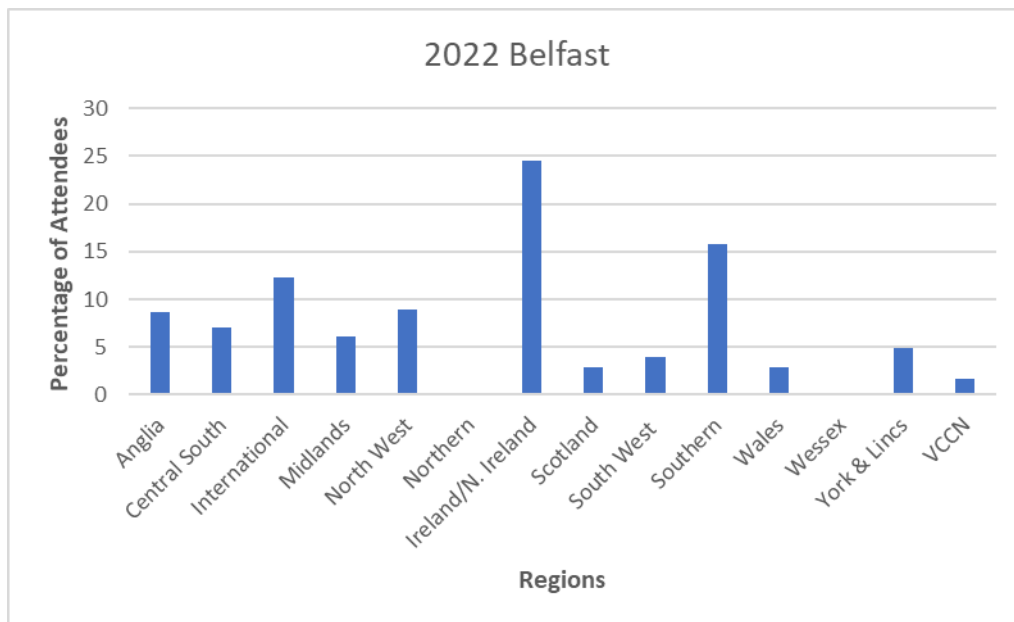
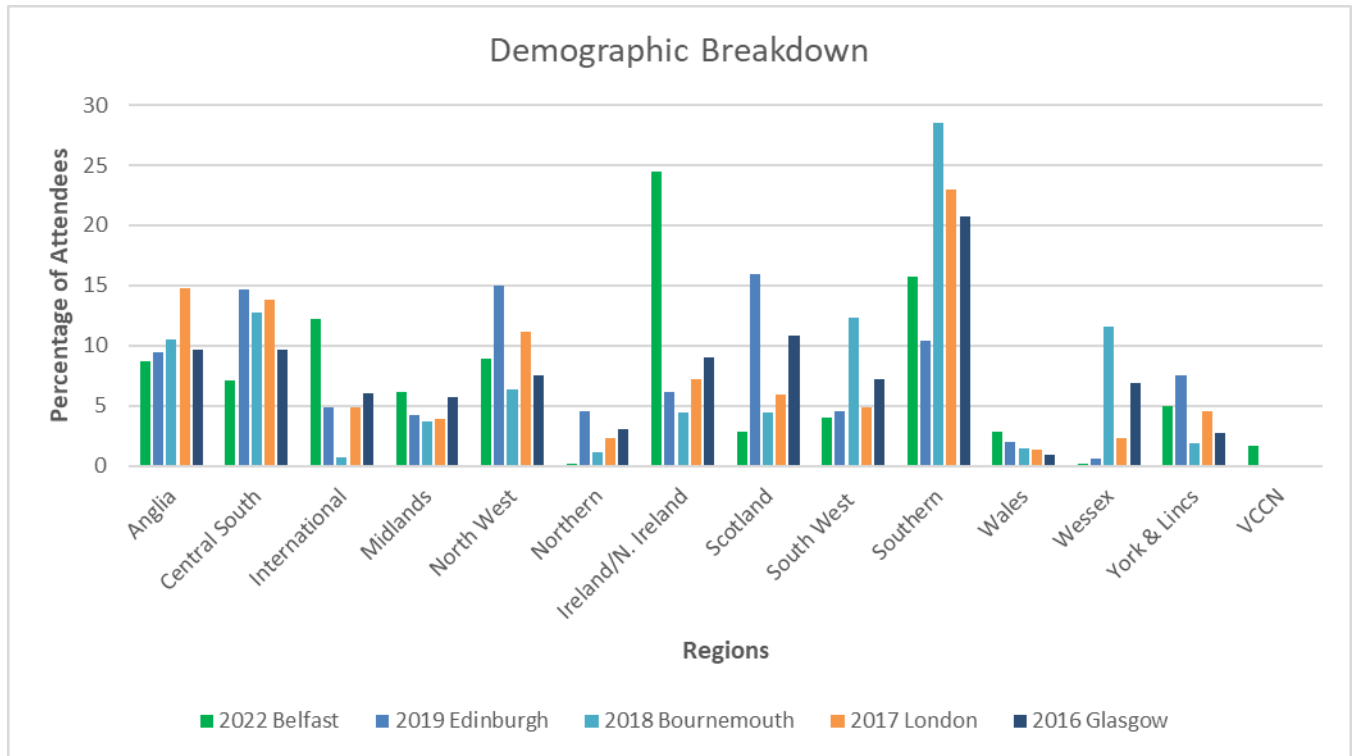
2017 London												
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total	
No.	1	13	19	12	4	16	183	26	31	0	305	
%	0	4	6	4	1	5	60	9	10	0	100%	

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%	

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%	

Demographics



In a break from the usual patterns, Southern was not the most well represented region, with there being a higher representation from Northern Ireland.

International also had a much bigger representation than usual, resulting from the attendees from Ireland.

Recommendations for Future Years

Programme

- **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 and is always considered when laying out the programme.

Launch Pad

- Having a board member introduce the Launch Pad sessions prior to them starting is definitely worth doing.
- Placing the Launch Pad close to the main catering station works well, to encourage delegates to stop and listen.

Sim Lab

- Working with a local Sim lab provider worked exceptionally well in Belfast and the plan for Nottingham is to do something similar.

Technology

- **Event App** - this will be kept for the 2023 conference. Discussion to be had on whether we continue with the printed programme in future, or if it can be simplified further.

Delegate Giveaways

- This year, instead of giving delegates a branded item in their delegate bag, we announced that we would be donating to “Trees on the Land” for every attendee who came to Belfast, as a way of environmental offsetting. We have had no negative feedback from anyone on this, so it certainly should be considered again in future years.

Volunteers

- This year, as we were local in Northern Ireland, we offered the opportunity to only the Northern Ireland region and were successful in filling all places from their committee. 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.
- For 2023, the Regional Advisors have been tasked with suggesting how best to approach the invite list for volunteers.

Regions

- For 2023, the regions will again 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.

October

- The event took place in October this year due to the rescheduling forced by Covid. However, the BACCN Board felt that actually the event sat well in the new dates and October should be a real consideration for future events. This will not come in to effect in 2023, as those dates are also fixed due to Covid rescheduling.

Planned dates for 2023:

Super Earlybird launch – December 2022
Super Earlybird deadline – 31 January 2023
Abstract submission open – January 2023
Abstract submission closes – 14 April 2023
Abstract review deadline – 19 May 2023
End of earlybird/standard bookings open – 30 June 2023
Conference Dates: 11 – 12 September 2023

Thank you

The BACCN would like to thank all those involved in making the 2022 conference a success. In particular we'd like to thank the IACCN, 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.