

BACCN 2025 Conference Report

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Introduction

The 40th Annual BACCN conference took place on the 7 & 8 October at The Winter Gardens, Blackpool. The title of the conference was “Celebrating 40 years of Advocating for Critical Care Nursing: Adapting to a changing Landscape”.

The programme consisted of 6 plenary and six parallel breakout sessions across two days. On Monday 6th, conference opened with the Welcome Reception and early registration.

The main programme consisted of over 35 concurrent talks, including sponsored sessions, the research focussed-sessions, community of practice sessions, a stream of “fundamentally critical” sessions and 16 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area and the Conference Dinner at The Blackpool Tower ballroom. The professional ballroom dancers that were at the Conference Dinner was well received by all attendees.

2025 Objectives

- To attract over 350 paying delegates – **352 paying delegates (includes 35 covered by BACCN grants)**
- To make profit on the event – **Target met**
- To receive 100 abstracts – **Only 57 received this year**
- To achieve full exhibition & sponsorship with at least £132,000 income – **Target exceeded**
- To offer a packed programme with a varied selection of topics and speakers – **Target met**

Finance

These are preliminary figures which will be updated in the coming weeks as we finalise the budget and collect in the remaining outstanding delegate registration fees

- Exhibition & sponsorship revenue: **£158,588.35**
- Delegate revenue: **£101,294.54**
- Total net revenue: **£259,882.89**
- Total expenditure: **£259,067.71**
- **BACCN profit: £815.18**

NB: Revenue is made up of 58% exhibition and sponsorship vs. 42% delegate revenue.

Key dates

- Event Launched – **January 2025**
- Super Early bird – until 28th Feb
- Early bird – until 30th June
- Standard – 30th June – event date
- Abstract submission – until 18th April
- Event dates – Tuesday 7th – Wednesday 8th October

Marketing

Marketing for the conference started in early January promoting the Super Earlybird rate for members.

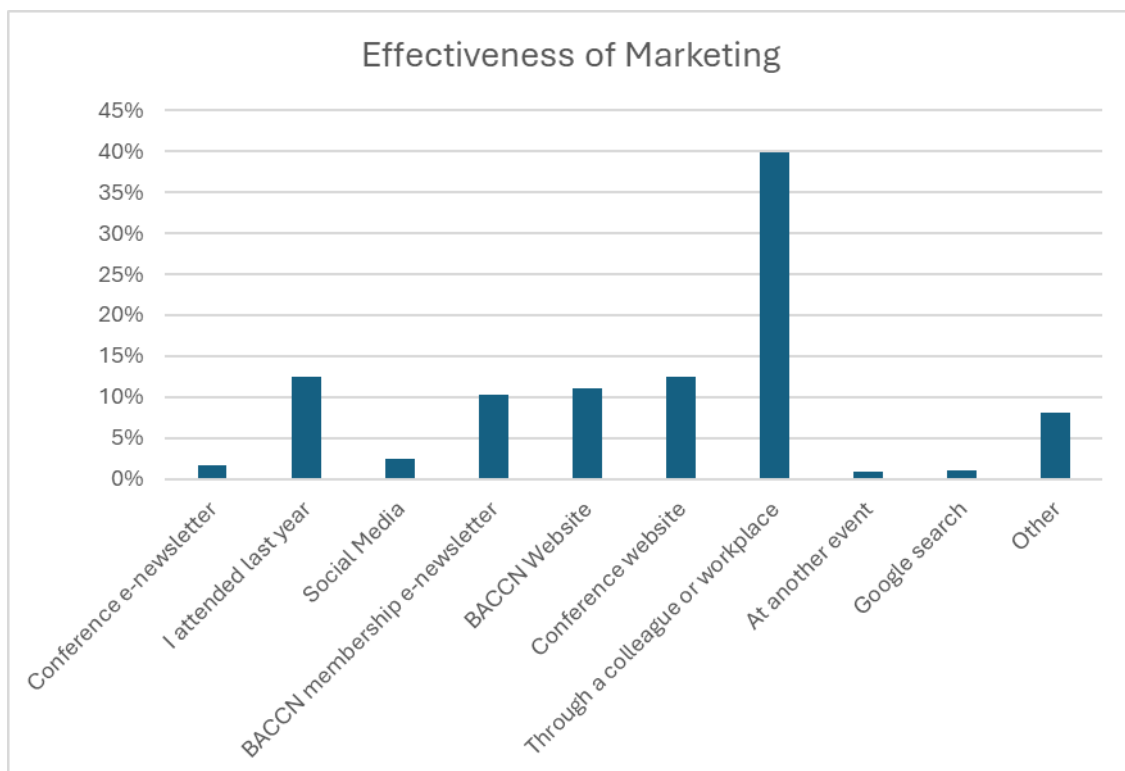
The main streams of marketing were as follows. This along with attendance at industry events and flyers at regional study days provided nationwide coverage.

- Direct emails
- Membership newsletters
- Journal adverts
- Social Media
- Reciprocal deals
- Regional events

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.



Sponsors and Exhibitors

Exhibition Area

The Exhibition took place in the Empress Ballroom at the Winter Gardens. The poster screens were also placed inside the exhibition room.

There was good footfall with the posters and catering helping draw people to the exhibition.

Exhibition and Sponsorship Revenues

The conference brought in a total of **£158,588.35** for exhibition stands and sponsorship packages.

Sponsorship Revenue

The figure achieved for sponsorship sales was **£40,550 - an increase** on the previous year.

Breakdown of Sponsors

Package	Sponsor
Conference Partner	LINET UK
Platinum Sponsor (Hospitality Sponsor)	Teleflex
Platinum Sponsor (Hospitality Sponsor)	Drager
Gold Sponsor (Hospitality Sponsor)	Seating Matters
Handbook Sponsor & Exhibitor	Medline

Exhibition Revenue

In total there were 44 exhibition stands. Exhibition alone brought in **£106,870 worth of revenue.**

Year	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	2025
Total sales	£61,175	£49,156	£65,315	£50,790	£75,530	£66,700	£71,522	£58,399	£76,800	£91,090	£106,870

Breakdown of exhibitors only and FOC's

Stand No.	Organisation	Size
1	Royal Army Medical Service	3x3m Stand
2	Walters Medical	3x3m Stand
3	BMS Critical Care Ltd	3x3m Stand
4	Medline Industries Ltd	3x3m Stand
5	Philips	3x3m Stand
6	Mela Solutions	3x3m Stand
7 & 8	Drive DeVilbiss Healthcare	6x3m Stand
9	Nihon Kohden	3x3m Stand
10	Royal Navy Healthcare and Medical	3x3m Stand
11	Atos	3x3m Stand
12	Eakin Healthcare	3x3m Stand
13	Seating Matters	3x3m Stand
14	BD	6x3m Stand
15	Teleflex	6x3m Stand
16a	Insight Medical Products Limited	3x3m Stand
16b	CC MED	3x3m Stand
17	PALL	3x3m Stand
18	Baxter	6x3m Stand - space only
19	AVANOS	3x3m Stand
20	UNOQUIP	3x2m Stand
21	Intersurgical	3x2m Stand
22	Prosys International	3x2m Stand
23	Solventum	3x2m Stand
24	Pentland Medical	3x2m Stand
25	Fukuda Denshi	3x2m Stand
26	University of Edinburgh MSc Critical Care	3x2m Stand
27	Ortus Technologies	3x2m Stand
28	Stryker	6x3m Stand - space only
29	Draeger	6x3m Stand - space only
30	LINET UK	6x6m Stand - space only
31	NorrDia	6x3m Stand
32	CLS Surgical	3x3m Stand
33	ARJO	6x3m Stand
34	NMC	3x3m Stand

Table Top Stands and Reciprocals:

Stand No.	Organisation	Size
T1	Nutrinovo Ltd	Table Top
T2	ICU Steps	Table Top
T4	CC3N	Table Top
T5	iMEDicare - Pelvic Health Naturally	Table Top
T6	Visit Belfast	Table Top
T8	ICS	Table Top
T9	NORF	Table Top
T10	Rehab Legends	Table Top

Additional revenue: £11,168.35

Additional Exhibitor Passes:

Organisation	Number of passes
BD	2 x 2 day
Edinburgh Uni	1 x 2 day
Intersurgical	2 x 2 day
Drive DeVilbiss Healthcare	2 x 2 day
Fukuda Denshi	3 x 2 day
Arjo	1 x 2 day
Draeger	4 x 2 day, 1 x 1 day
Prosys International Ltd	1 x 1 day
UnoQuip	1 x 1 day, 1 x 2 day
Army	1 x 2 day

Badge Scanners:

Organisation	Number of scanners
BMS Critical Care Ltd	1
Prosys International Ltd	1
Walters Medical	1
AVANOS	1
Teleflex	1
Drager	1
Seating Matters	1
Insight Medical	1
NorrDia (was Nikkiso Medical)	1
UnoQuip	1
Intersurgical	1
LINET UK	1

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 6th October. The meeting was facilitated by David Waters who asked the companies for their feedback in an informal discussion. Around 40 exhibitors attended, and the comments were positive. All exhibitors were happy with the organisation of the event, with comments made on the good food and good footfall. Exhibitors did mention the trip hazard caused by the venue's electrical cables powering the catering stands. It was also suggested that we could place chairs or podium tables around the hall for delegates to use during lunch. The exhibitor meeting was welcomed by exhibitors and provided an excellent opportunity to get real-time feedback from our partners.

BACCN Members Lounge

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

- **Membership services** - Existing membership related queries plus new member enquiries. Promotional merchandise was available: Branded Water Bottles, Travel Mugs and BACCN Pins.
- **Regional Committees** – An area for the Regional Advisors to engage with the regions themselves.
- **BACCN 40-year timeline** – this was an addition this year to celebrate 40 years of BACCN. It was well received by delegates and sparked conversations from those members who have attended over the years. Thanks must go to Karin Gerber and Catherine Plowright for their dedication and time.
- **NICC** – representatives were also on hand to meet and discuss with potential paper authors

This area continues to be a real "hub" of the exhibition with current and new members taking the time to meet and chat with the BACCN Board and team.

Delegates

Overall

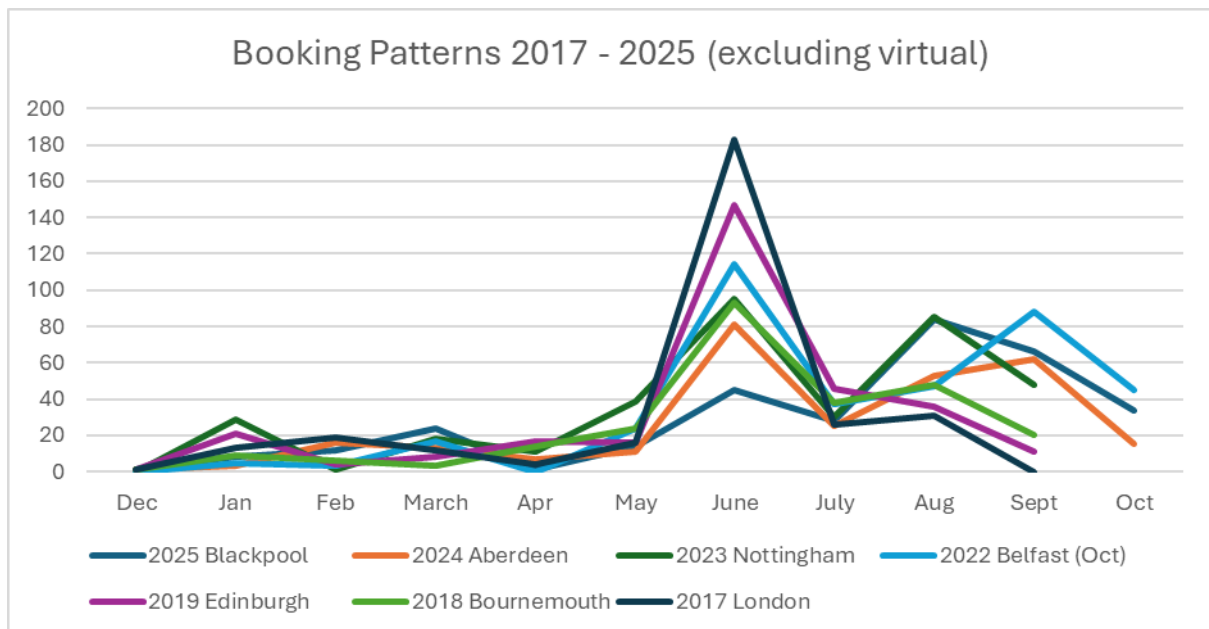
Total booked to attend on Tuesday 7 th October	359
Total booked to attend on Wednesday 8 th October	347
No. of delegates who booked for one day only	58
No of delegates who booked both days	324
Total delegates booked	417

Delegate Types

Booking Type	No.	%
Delegate – Member	196	47
Delegate – Non Member	221	53

Invited Speakers, volunteers, invitations (FOC)	38	
National Board Member (FOC)	12	

Booking Patterns (paying delegates only)

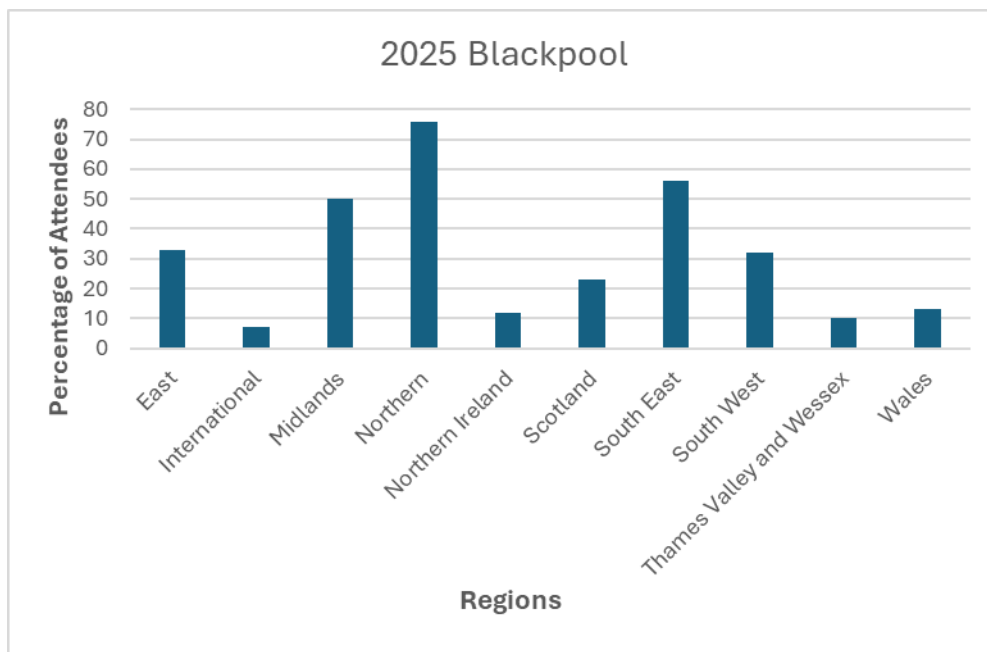


2025 Blackpool												
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Total
No	1	8	12	24	1	14	45	28	84	66	34	317
%	0	0	4	8	0	4	14	9	26	21	11	100%

Super earlybird bookings were extended into February this year, which is reflected in the higher than usual number of bookings during that month. The standard Early Bird period closed in June, leading to a noticeable increase in bookings throughout May and June. The acceptance of abstracts in May also contributed to a surge in June bookings.

Looking ahead to 2025, booking patterns continue to show a trend toward later registrations. Only a small number of delegates booked during the Super Early Bird phase, despite the February extension. Approximately 30% of bookings occurred during the main Early Bird period, from March to late June, with a noticeable uptake in June following abstract acceptances.

The majority of registrations, over 60% were made after the Early Bird deadline, between July and October, with August experiencing a significant peak.



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 be and is always considered when laying out the programme.

Catering

- Many attendees requested more tables or designated areas to eat. However, this is challenging to provide, as the intention is for attendees to eat while moving through the exhibition space and engaging with exhibitors.

Technology

- **Event App** - this will be kept for the 2026 conference. Discussion to be had on whether we continue with the printed programme in future, or if it can be simplified further.

- Quite a few comments from attendees reported that they were not aware of the app, indicating a need for even more communication and promotion before and during the event.

Delegate Giveaways

- We remained with the updated strategy of donating to charity instead of providing delegates with giveaways. Again, we have had no negative feedback from anyone on this, so it certainly should be considered again in future years.

Volunteers

Finding volunteers for Blackpool was once again a challenge. In the end, we were fortunate to have several experienced volunteers, which made managing them much smoother. Although, we did have a few people inquire about volunteering and expressed that they would like to get involved next year. Our intention for Belfast is to use this as an opportunity to engage the Northern Ireland committee.

Planned dates for 2026:

Super Earlybird launch – December 2025/Jan 26
Super Earlybird deadline – 27 February 2026
Abstract submission open – January 2026
Abstract submission closes – 13 April 2026
Abstract review deadline – 18 May 2026
End of Earlybird/standard bookings open – 30 June 2026

Conference Dates: 12 – 13 October 2026

Thank you

The BACCN would like to thank all those involved in making the 2025 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.