BACCN 2018 Conference Report

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Contents

Introduction

The 33rd Annual BACCN conference took place on the 17 & 18 September at the Bournemouth International Centre. The conference theme was "Sustainability in Excellence: The Future of Critical Care".

The programme consisted of 6 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 8 interactive workshops, 5 hands on simulation labs, 40 concurrent talks and 32 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area of the Bournemouth International Centre and a Gala Dinner in the Hilton Bournemouth.

2018 Objectives
- To attract over 330 delegates – **256 paying delegates**
- To make profit on the event – **Target met**
- To receive 100 abstracts – **89 received**
- To achieve full exhibition and sponsorship providing at least £110,200 income – **£102,000 received**
- To offer a packed programme with a varied selection of topics and speakers – **Target Met**

Finance
- The conference is expected to make a profit of **£12,983.93**
- The exhibition & sponsorship revenue was **£102,345.50**
- Delegate revenue was **£75,683.33**
- Making a total net revenue of **£178,028.83**
- Expenditure for the event was **£165,044.90**

Key dates
- Event Launched – **13th December 2017**
- Super Early bird – until 31st Jan
- Early bird – 1st Feb to 29th June
- Standard – 30th June – event date
- Abstract submission – until 3rd April
- Event dates – Monday 17th – Tuesday 18th September

Marketing

Marketing for the conference started earlier than previous years in mid-December 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

- Social Media
- Contra deals
- Industry events
- Regional events

Web stats

Month	Visits (2017 in brackets)	Most viewed Pages (after home page)	No of unique visitors
Dec-16	813 (651)	Book your place Download Centre Programme	543 (490)
January	1151 (815)	Book your place Abstracts Sponsors and Exhibitors	889 (668)
February	909 (854)	Book your place Download Centre Gallery	680 (668)
March	1605 (942)	Abstracts Book your place Programme	1096 (711)
April	1405 (610)	Book your place Programme Gallery	1017 (524)
May	1405 (791)	Book your place Download Centre Programme	1287 (627)
June	1955 (1235)	Book your place Programme Sponsors and Exhibitors	1447 (912)
July	1820 (1132)	Book your place Download Centre Programme	1406 (869)
August	1948 (1336)	Programme Download Centre Contact Us	1506 (964)
September	2567 (1088)	Programme Book your place Contact Us	1976 (806)

Site Visit Comparison
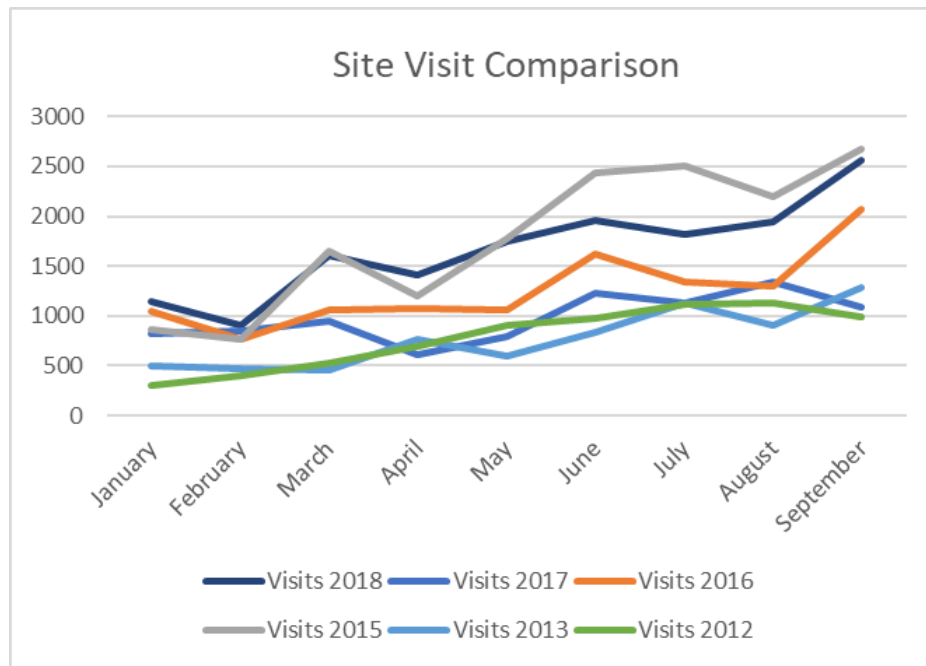
Direct emails

| Subject Title	Content included	Sent Date	Sent to	Opened by
We're ready for Bournemouth - are you?	Keynotes, deadlines, abstract submission	13-Dec-17	5,687	22.43%
Don't miss the January Sale!	Super Earlybird, abstract submission, grants etc	17-Jan	5,460	21.16%
Confirmed speakers and call for papers	Keynotes, call for papers, earlybird	08-Mar	5,447	22.94%
Easter Treat	Abstract extension, Sage scholarship, earlybird	26-Mar	5,408	20.85%
Latest News	Keynotes, masterclass, hotels	24-May	5,358	22.42%
One week to save!	Earlybird, masterclass, keynotes	22-Jun	5,232	21.19%
Pre-Conference Masterclass - Last Chance!	Masterclass	05-Jul	5,212	21.66%
Full Programme Online!	Programme, travel, hotels, CPD Hours	27-Jul	5,196	25.82%
On your doorstep!	Sent to local regions only - programme details and one day registration	16-Aug	220	37.13%
Not long now!	Highlights, programme, CPD Hours	31-Aug	5,353	23.12%
There's an app for that!	Conference app details	03-Sep	5,232	22.94%
Know Before You Go	Info for registered delegates	10-Sep	284	64.41%
2018 Feedback Questionnaire & Certificate of Attendance	Request for feedback and link to download certificate of attendance	11-Oct	258	78.52%

Reciprocal Deals

29th ESICM Annual Congress	Delegate bag insert
UK Sepsis Unplugged 2018 Fitwise Management	Weblink/info on Sepsis website Social media promotion
ASPiH	Stand at the ASPiH Conference/ Weblink
ESRA	link to BACCN website
ICS State of the Art Meeting	Weblink and flyer Exhibition Stand
RCNi Events (Royal College of Nursing)	Weblink BACCN logo added as 'supporter'/ Flyer
ESPNIC- European society of Paediatric and neonatal care	Weblink
IPS- Infection Prevention Society	Exhibition Stand/ Weblink/ Flyer
Encephalitis conference	Weblink
More tales from the riverbank - ICU Symposium	Exhibition Stand
ISICEM Conference 37th International Symposium on Intensive Care and Emergency Medicine	Weblink and flyers
ICU Steps	Details on website and in 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

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 being used to spread the word.
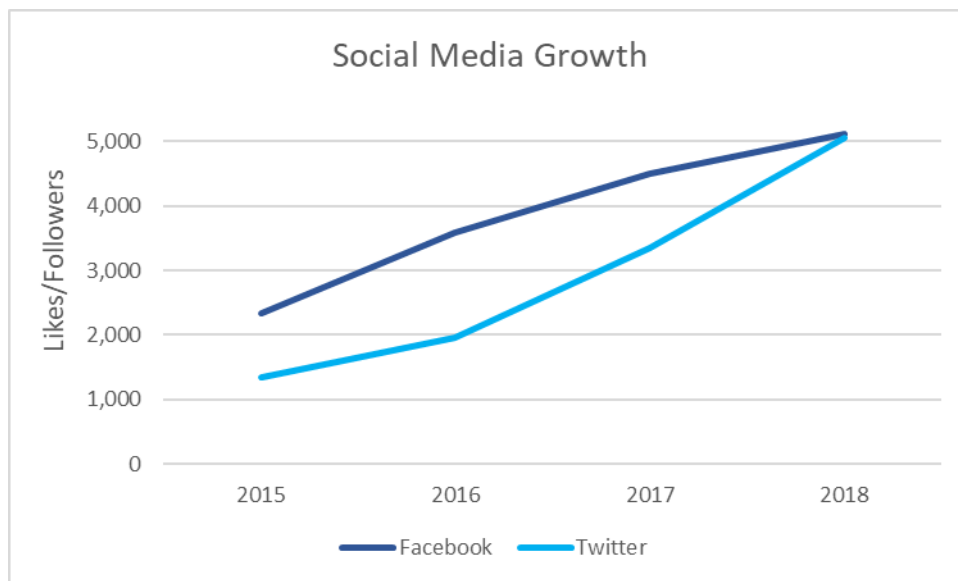
Effectiveness of Marketing
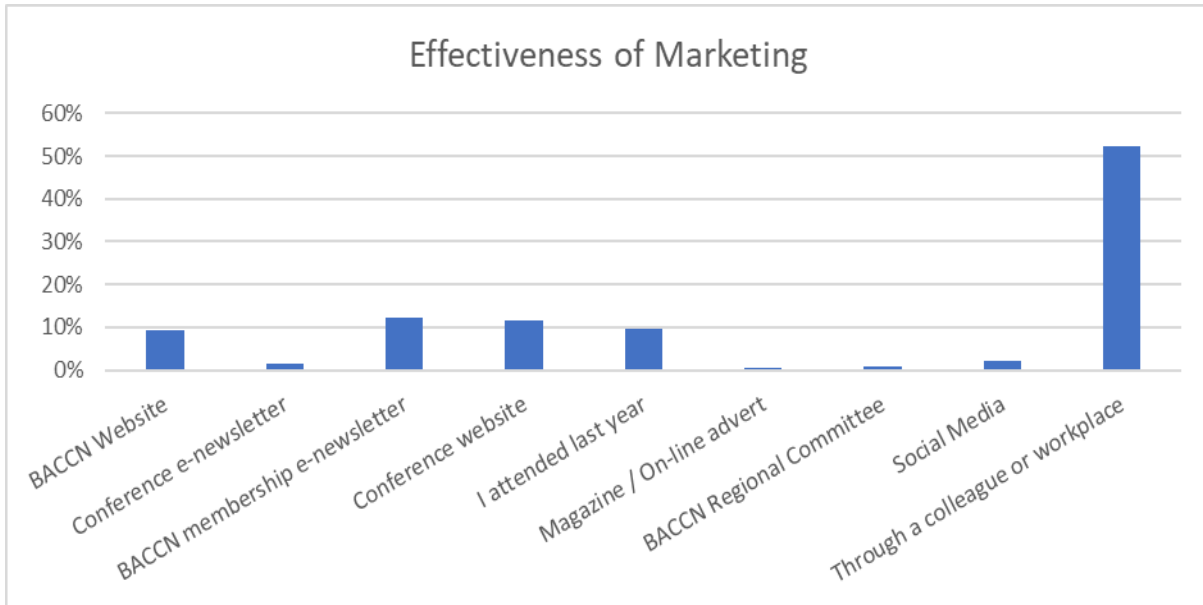
Social Media

Facebook – 5,114 likes (4,492 in Oct 2017) - www.facebook.com/BACCN

Twitter – 5,062 followers (3,353 in Oct 2017) - www.twitter.com/BACCNUK

This is fantastic growth in both social media streams. The Twitter Chats are proving to be a great way of growing our following there.

Social Media Growth

546 people were directed to the website through Facebook and Twitter posts during the period of December 2017 – September 2018.

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. The app also directed users directly to the BACCN Facebook and Twitter pages. See below for details on the Twitter activity during conference.

#BACCNConf2018 Participants
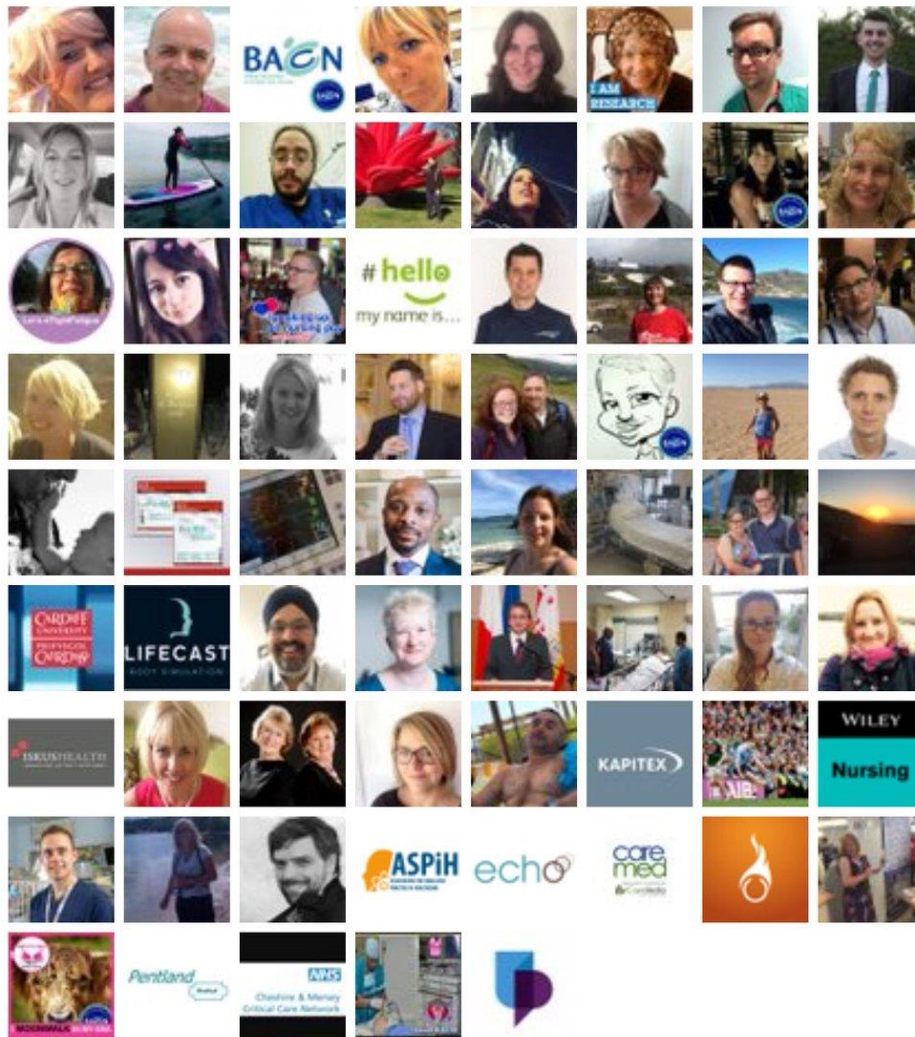
The Numbers

4.089M Impressions

2,401 Tweets

633 Participants

3 Avg Tweets/Hour

4 Avg Tweets/Participant

🐦 Tweet
👍 Like

Twitter data from the #BACCNConf2018 hashtag from Wed, August 22nd 2018, 12:05PM to Fri, September 21st 2018, 12:05PM (Europe/London).

Top 10 by Tweets

@credland_nicki 144

@ccpractitioner 133

@BACCNUK 132

@Pam007Nelmes 128

@HeatherBaid 107

@outtrimj 78

@Dan_Harris17 71

@RN_HugoPF 50

@harriski2 39

@clarkeys_icu 36

Top 10 by SymplurRank

@BACCNUK

@HeatherBaid

@DrJulie_H

@Dan_Harris17

@ccpractitioner

@RN_HugoPF

@MRadford_DONi

@karin_gerber

@yorkshirematron

@dwadepsych

This year we expanded our Conference social media activity with live chats with some of the keynote speakers, conference director and some live "action" from within the event etc. This proved very valuable in increasing our SoMe presence at the time. All the "live" clips are still available on Facebook and will be used to advertise #BACCNConf2019. This is certainly something we will be building on for 2019 (hopefully again with the help of Jonathan Downham who has now joined the Midlands Regional Committee).

Sponsors and Exhibitors

Exhibition Area
The exhibition took place in the Purbeck Hall of the Bournemouth International Centre. The majority of stands were situated in the main room and there were 2 x charity table top stands in the foyer area. Both areas got excellent footfall with all catering being served in and around the exhibition.

The exhibition area was consistently busy and offered a good variety of stands for delegates, although the large space did at times make the exhibition feel less well attended than a more packed conference room would normally.

Exhibition and Sponsorship Revenues
The overall target for sponsorship and exhibition was **£110,200**. This target was not quite reached, although the conference brought in a total of **£102,345.50** for exhibition stands and sponsorship packages.

Sponsorship Revenue
The figure achieved for sponsorship sales was **£29,665.00.** Although this is a little bit of a drop from the previous few years, we would expect to see a dip in a location such as Bournemouth and so actually are quite happy with how well the conference did sell.

Sponsorship revenue											
Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	**2018**
Total sales	£22,045	£7,950	£18,400	£19,280	£9,850	£15,410	£30,170	£35,206	£31,445	£34,595	**£29,665**

Breakdown of Sponsors

Sponsor	Package
LINET	Main Conference Partner
Sage Products/Stryker	Partners in Prevention
LINET	Keynote Speaker
St Bartholomews	Delegate Bags
Not sponsored	Name Badges
Royal Brompton and Harefield NHS Trust	Conference Handbook Sponsor
Immersive Sim	Sim Lab Sponsor
BBraun Hill- Rom Draeger	Sim Lab Product Placement
Care Med	Workshop Sponsor
Medi Motion	Lets get Physical Product

	Placement
Hameln	Educational Workshop Partner

Exhibition Revenue

In total there were 50 exhibition stands. Exhibition alone brought in **£66,700 worth of revenue**. Again, this is a little down from last year but is more than any other previous year and an exceptional result in what could have been a challenging year due to location.

Part of the success of this year's exhibition was the inclusion of a number of companies who have not exhibited before, including Immersive Interactive, Iskus Health, Drive Devilbiss, Apex Medical and Pentland Medical, among others.

Exhibition revenue											
Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	**2018**
Total sales	£46.131	£48,292	£47,549	£56,785	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	**£66,700**

Breakdown of exhibitors only and FOC's

Organisation
LINET
LINET
Intersurgical
RAF (Not for profit discount)
Fraser Health
Draeger
Hill Rom
Hill Rom
Stryker
Stryker
Cardiff University
Biopatch
Hollister
Halyard Health
Drive Devilbiss
Charter Kontron
Orion
Fresenius
Apex Medical
Bupa
Royal Navy Reserves (Not for profit discount)
Baxter

Klips UK
Pentland Medical
Walters Medical
Army(Not for profit discount)
Iskus Health
Fukuda Denhshi
3M UK PLC
University Hospital Southampton (Not for profit discount)
BBraun
Thornbury Nursing Services
Kapitex
Flexicare
Sarstedt
Hameln
Hameln
NHS Grampian (Not for profit discount)
Hamilton Medical

Additional revenue

Company	Extra
International SOS Wiley Publications Intersurgical	Inserts
Various	Additional Dinner Tickets
Various	Additional Exhibitor Passes

Reciprocal/Not for Profit Stands – Table Top
Intensive Care Society
ICU Steps
Infection Prevention Society
Aspih
Guys and St Thomas
Medi Motion

CareMed
Immersive Sim

Charity Stands – Table Top
Caring Canines
Encephalitis Society

Caring Canines

The Caring Canines charity brought along the dogs who visit patients in hospitals. This was warmly welcomed by delegates who loved arriving into the venue to be welcomed by the animals.

Launch Pad

As a result of the exhibitor feedback in 2017, we looked for ways for exhibitors to engage with the delegates more and to encourage them to approach exhibitors. To address this, we created the Launch Pad. This was a branded, separate area of the exhibition with microphones and speakers so that exhibitors could be heard and present a particular new technology or other kit etc.

4 companies took part in the Launch Pad session which were 20 min bite sized presentations.

- LINET: Had 1 Session approximate 15 people

- BBRAUN: Had 2 sessions had approximate 20-30 people at each session

- FRESENIUS: Had 1 session but their equipment did not work so presentation was cancelled

- FUKUDA DENSHI: Hired additional tv package - had 30 people in 1st session and 10 in 2nd session

Simulation Lab

This was the first time that the Simulation workshop took place inside the main exhibition area as opposed to a breakout room.

In conjunction with Immersive Sim, we had an interactive tent inside the exhibition area for demonstrations to take place, we also had a Simbulance demo provided by South Western Ambulance for the Sim Labs. This gave the exhibition an interactive learning experience.

Immersive Interactive were happy to host the workshops as it was a showcase of their technology.

We also had several Product Placement Sponsors who paid for the opportunity to have their equipment showcased:

- BBRAUN
- Hill Rom
- Draeger
- Devilbiss Healthcare

BACCN Zone

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

- **Membership services**

Existing membership related queries.

New members joined onsite: 9

Promotional merchandise on sale:

  - Branded Water Bottle
  - Travel Mugs
  - Nurses Fob Watch
  - Keyrings
  - Torch

- **SoMe**

Jonathan Downham was able to have a seated area to conduct interviews with Key speakers, Sponsors and key contacts via a live Facebook stream.

- **Regional Committees – Speakers Corner**

An area for the regional committees to hold updates and show videos on what's happening in their regional and have scheduled times for members to meet with their own region.

- **Wiley Publications**

Wiley had a table top exhibition stand within the zone, and Julie Scholes, one of the co-editors of the NiCC Journal was present at specified times to meet with delegates who had queries about publication and writing for publication.

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 17th September. The meeting was facilitated by David Waters who asked the companies for their feedback in an informal discussion. Around 25 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.

Delegates

Overall

Total booked on Monday 17th September	235
Total booked on Tuesday 18th September	225
No. of delegates who booked for one day only	52
No of delegates who booked both days	204
Total delegates booked	256

Delegate Types

Booking Type	No.	%
Delegate – Member	141	55
Delegate – Non Member	110	43
Delegate – HCA Member	3	1
Delegate – HCA Non Member	2	1
Invited Speakers, volunteers, sponsors etc (FOC)	34	N/A
National Board Member (FOC)	12	N/A

Booking Patterns (paying delegates only)

Booking Patterns 2013 - 2018
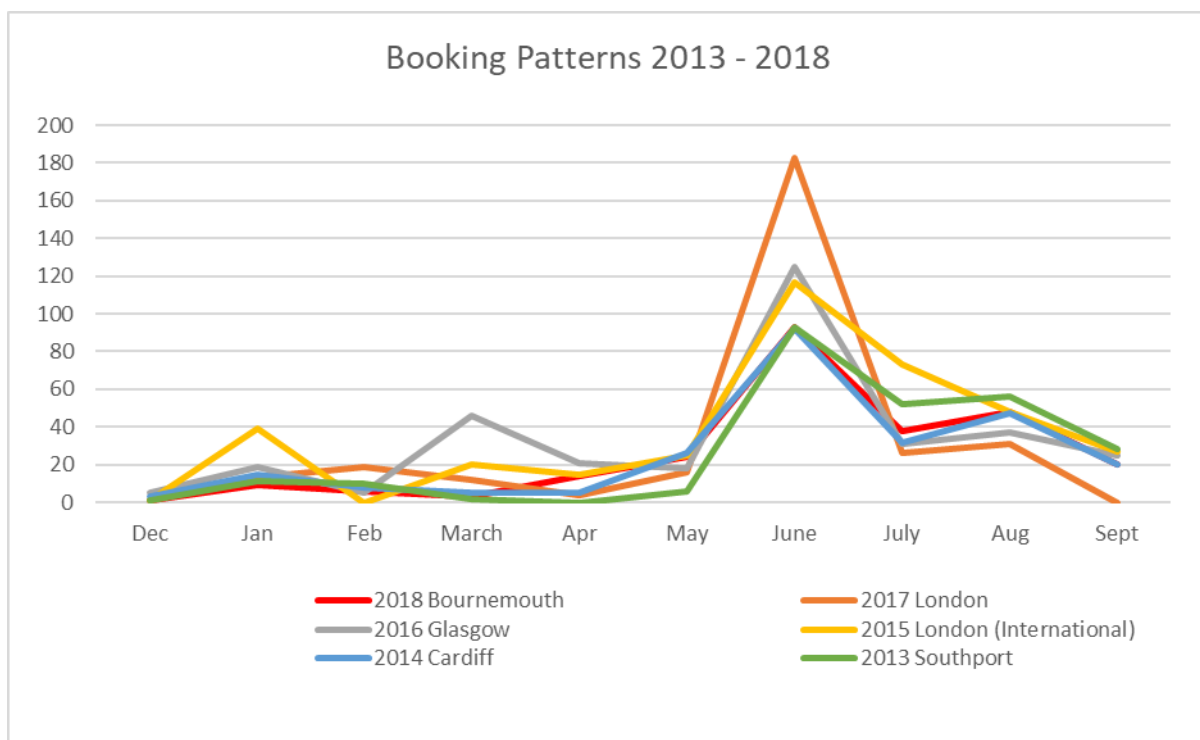
2018 Bournemouth											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	9	6	3	14	24	93	38	48	20	256
%	0	4	2	1	5	9	36	15	19	8	100%

The super early bird booking rate closed on the 31st January however regional committees were able to book at this rate at any time throughout the year. This resulted in a slightly lower booking peak in January than the last few years, and we saw committees take advantage of the rate as late as July and August.

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 as we were able to confirm all the abstract results to submitters and therefore get them all registered in advance of the earlybird deadline, rather than allowing them to register at the earlybird rate at any point.

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%**

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%**

Demographics

Demographic Breakdown
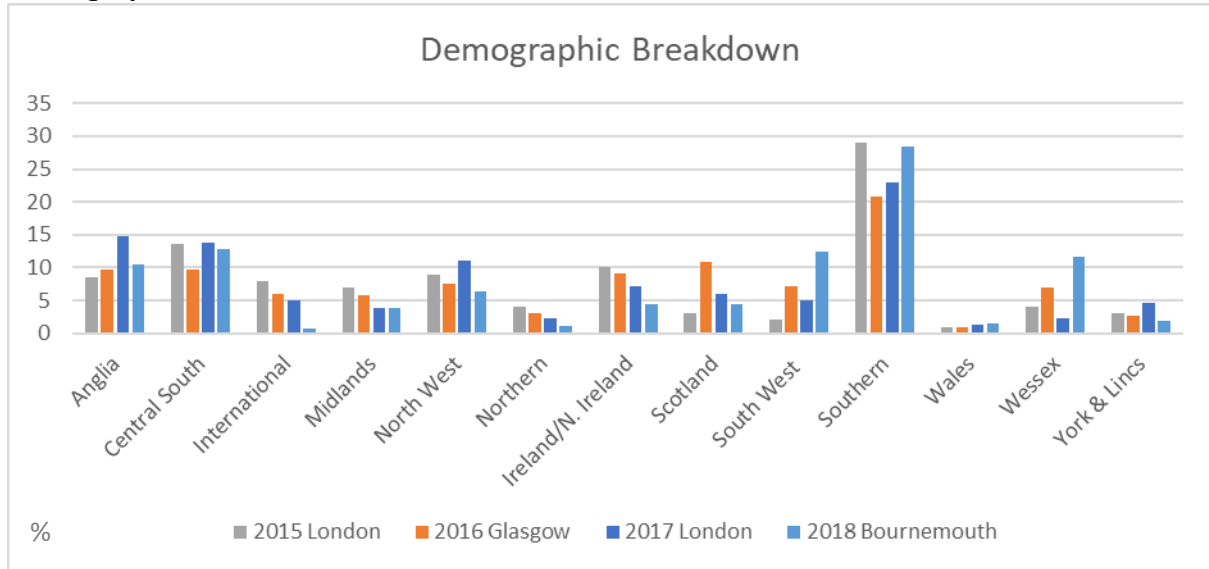
As ever, Southern was the best attending region. However, we did see the increase in attendance from Wessex and the South West that we would expect.

Technology at Conference

For the fourth time we had an Event App for delegates to use on the day to check the programme, access abstracts and contact other delegates. The event guide still had the full conference programme along with general information and the poster walk schedule. All abstracts, sponsor and exhibitor details were on the app only.

The Event App in numbers:

- 231 (203 in 2017) unique users downloaded the event app

- Of those, 209 (93 in 2017) logged in to use the additional features of the app

- 381 contact shares were accepted

- 7820 (5000 in 2017) sessions were viewed

- 5260 (4200 in 2017) navigation icons were tapped

In the post event feedback form we asked the delegates if they **didn't** use the event app to tell us why. The responses generally fell into one of the following categories:

- Too busy at conference/happy with the information in the printed programme

- I didn't know about it

- Device too old/not enough memory/no smart phone or device

- Didn't want to/feel the need to

- Technical issues

Recommendations for Future Years

Programme
- **Posters –** we again 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.

- **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 always be considered when laying out the programme.

Launch Pad
- Include interchangeable branded shell panel graphics for each company display. Some exhibitors did not provide their own wall panel which was inconsistent and looked unfinished for the area.
- Have standard TV package with HDMI as part of Launch pad as visual display is important.
- Ensure the exhibitors have a presentation to engage with the delegates, with possible participation.
- Possibly incorporate this into a review for the best demos or answer some questions to enter a small prize draw. This will encourage delegates to attend the Launch Pad sessions which take place during the breaks.

Sim Lab
- This area was a feature and was eye-catching, however this would have had more impact if the Microphone provided was used as part of the presentations to showcase this area.

BACCN Zone
- Ensure that the regional committees know in advance of their set times and provide plenty of information/videos to interact with the members to provide an information service.

- Wiley were happy with their area as it enabled them to have lots of opportunities to allow potential authors to meet the editor and ask questions – this relationship can be built upon in future years.

Technology
- **Event App** - this will be kept for the 2019 conference along with a hard copy programme and poster schedule only.

Volunteers
- For the second year, rather than invite only the region local to the event to provide volunteers for the event, we offered the opportunity out to half of the regions, with the other half being offered the same chance next year. The result was that those who volunteered were genuinely engaged and keen to be involved. 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.

Safety Huddle
- On each day of the conference, BACCN Board Members, Echo staff and volunteers took a few minutes to get together to discuss the event as a whole and highlight any particular

issues/positives so that improvements could be made where necessary. This was a valuable addition and should be continued.

Bookings

- Opening bookings well in advance of Christmas helps secure a good number of January bookings. We plan to continue this for 2019 and open registration as early as possible.

For 2019, 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.

A number of changes are being made to the abstract submission system to try to force delegates to submit properly formatted and structured abstracts. These updates are currently underway in the website and should be ready to launch at the start of December to encourage abstracts prior to Christmas/during the Christmas holidays.

Planned dates for 2019:

Super Earlybird launch – late Nov 2018
Abstract submission open – Dec 2018
Abstract submission closes – 28 Mar 2019
Standard bookings open – 28 June 2019

Thank you

The BACCN would like to thank all those involved in making the 2018 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.