

## BACCN 2019 Conference Report

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## Introduction

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The 34<sup>th</sup> Annual BACCN conference took place on the 16 & 17 September at the Edinburgh International Conference Centre. The conference theme was “Moral Courage: Meeting the Challenges of a Contemporary Healthcare System”.

The programme consisted of 5 plenary and seven parallel breakout sessions across two days. On Sunday 15<sup>th</sup>, conference opened with the Welcome Reception and early registration.

The main programme consisted of 10 interactive workshops, 5 hands on simulation labs, 50 concurrent talks and 41 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area and the Gala Dinner in the Edinburgh International Conference Centre.

### 2019 Objectives

- To attract over 350 delegates – **306 paying delegates**
- To make profit on the event – **Target not met**
- To receive 100 abstracts – **110 received**
- To achieve full exhibition and sponsorship providing at least £140,000 income – **£101,487 received**
- To offer a packed programme with a varied selection of topics and speakers – **Target Met**

### Finance

- The conference is expected to make a loss of **£10,500.00**
- The exhibition & sponsorship revenue was **£101,749.67**
- Delegate revenue was **£97,090.22**
- Making a total net revenue of **£198,839.89**
- Expenditure for the event was **£209,311.44**

### Key dates

- Event Launched – **20<sup>th</sup> December 2018**
- Super Early bird – until 31<sup>st</sup> Jan
- Early bird – 1<sup>st</sup> Feb to 29<sup>th</sup> June
- Standard – 30<sup>th</sup> June – event date
- Abstract submission – until 31<sup>st</sup> March
- Event dates – Monday 16<sup>th</sup> – Tuesday 17<sup>th</sup> September

## Marketing

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Marketing for the conference started in mid-December promoting the Super Earlybird rate for members.

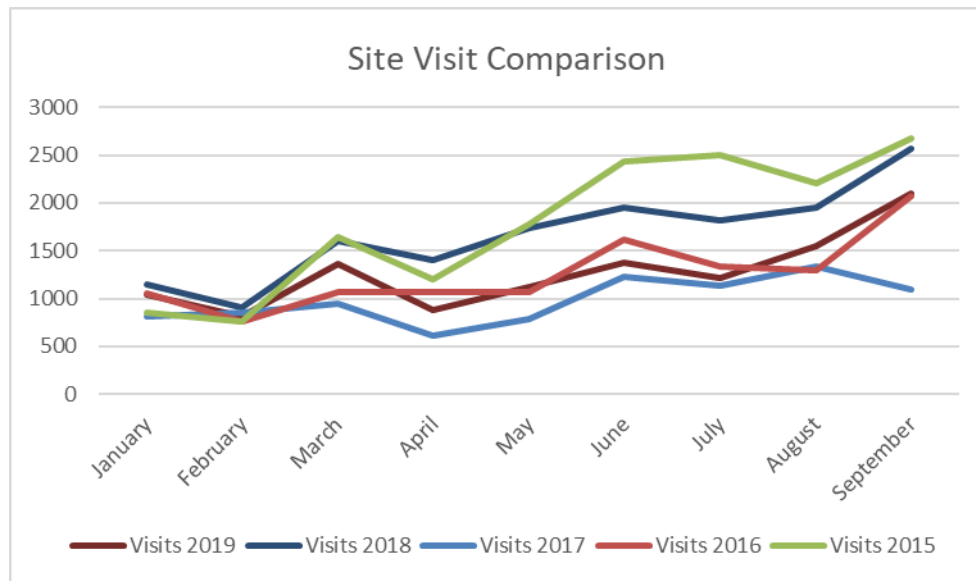
The main streams of marketing were as follows. This along with attendance at industry events and flyers at regional study days provided nationwide coverage.

- Direct emails
- Membership newsletters
- Journal

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

### Web stats

2019			
Month	Visits	Most viewed Pages (after home page)	No of unique visitors
Dec-18	683	Book your place Abstracts Programme	460
January	1045	Abstracts Book your place Programme	793
February	819	Abstracts Book your place Programme	655
March	1358	Abstracts Book your place Programme	1021
April	878	Book your place Programme Abstracts	661
May	1120	Programme Book your place Abstracts	825
June	1378	Book your place Programme Venue	1047
July	1209	Programme Book your place Venue	925
August	1545	Programme Book your place Venue	1189
September	2104	Programme Gallery Venue	1642



### Direct emails

Subject Title	Content included	Sent Date	Sent to	Opened by
BACCN 2019 - Edinburgh Calling	Launch email and deadlines	20.12.18	5549	24%
Happy New Year!	Super Earlybird, abstract submission, keynotes	07.01.19	5668	24%
♥ Happy Valentines! ♥	Keynotes, call for papers, earlybird + love for nursing	14.02.19	5493	20%
Abstract Deadline Approaching	Abstract submission, call for papers, Keynotes	07.03.19	5464	21%
Abstract Deadline This Week!	Abstract submission guidance, best abstract award announce	25.03.19	5572	22%
Abstract Deadline Extended!	Abstract submission guidance + extension, best abstract award	28.03.19	5463	19%
More education for you!	Pre-con masterclass, grants, travel + accommodation	15.04.19	5365	21%
INTERNATIONAL NURSES DAY	Int nurses day, pre-con masterclass, fun run charity	12.05.19	5352	28%
Last days to register and save £££!	Earlybird deadline, pre-con masterclass, fun run charity	27.06.19	5372	30%
Earn extra CPD Hours!	Pre-con masterclass to registered delegates only	24.07.19	226	80%
Pre-conference Masterclass 2019   Register now for FREE!	Pre-con masterclass to registered delegates only	12.08.19	254	79%
BACCN Conference 2019   What can you expect?	Keynotes, social, fun run, masterclass	22.08.19	5594	22%
Our workshops - your last chance - don't miss out!	All sponsored workshops promotion	11.09.19	5269	19%
Know Before You Go	Info for registered delegates	12.09.19	295	53%
2019 Feedback Questionnaire & Certificate of Attendance	Request for feedback and link to download certificate of attendance	27.09.19	296	65%

## Reciprocal Deals

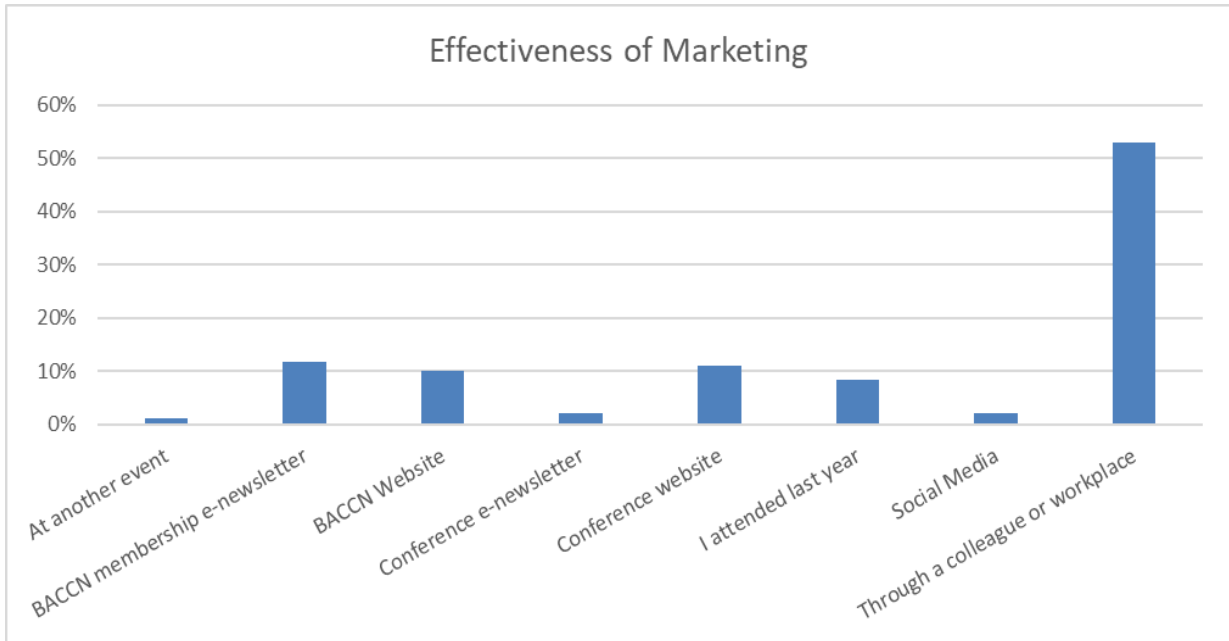
32nd ESICM Annual Congress	28 <sup>th</sup> September – 2 <sup>nd</sup> October
UK Sepsis Unplugged 2019	7 <sup>th</sup> – 8 <sup>th</sup> October
ASPiH	4 <sup>th</sup> – 6 <sup>th</sup> November
HC UK	Regular monthly events
ICS State of the Art Meeting	9 <sup>th</sup> – 11 <sup>th</sup> December
The Encephalitis Society	2 <sup>nd</sup> December 2019
IPS Infection prevention society	Dates to be confirmed
ACPRC	26 <sup>th</sup> and 27 <sup>th</sup> April 2019
ICNARC	1 <sup>st</sup> May 2019
UKCCRF	6 <sup>th</sup> June 2019
ICU Symposium Guys and St Thomas Hospital	13 <sup>th</sup> March 2019
ESPNIC	18 <sup>th</sup> – 21 <sup>st</sup> June
Orthopaedic And Trauma Course	15 <sup>th</sup> – 16 <sup>th</sup> June 2019
Critical Care Symposium	11 <sup>th</sup> – 12 <sup>th</sup> April 2019

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, committees and board members being vital in how we spread the word.



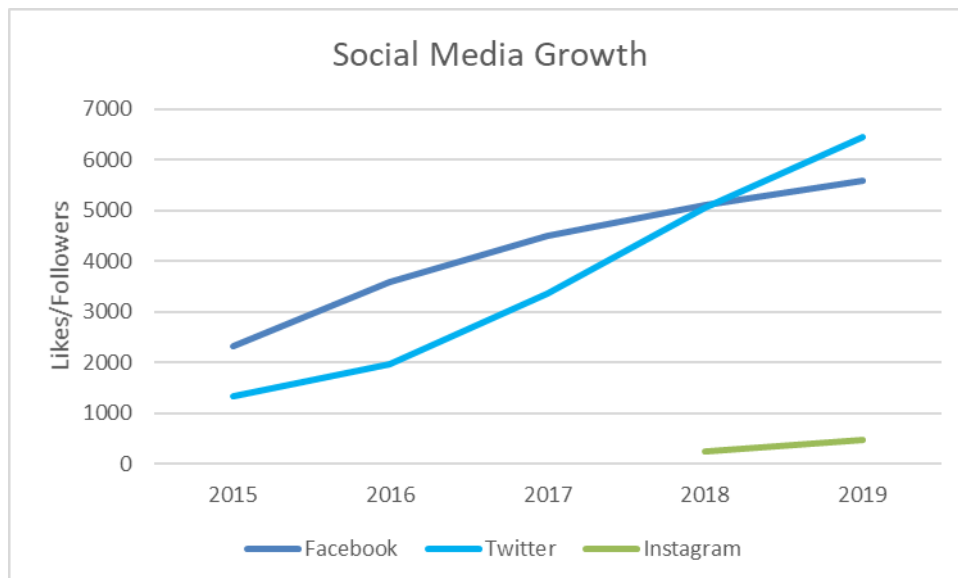
### Social Media

Facebook – 5,576 likes (5,114 in Nov 2018) - [www.facebook.com/BACCN](http://www.facebook.com/BACCN)

Twitter – 6,435 followers (5,062 in Nov 2018) - [www.twitter.com/BACCNUK](http://www.twitter.com/BACCNUK)

Instagram – 475 followers (249 in Nov 2018) - [www.instagram.com/baccnuk/](http://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.



**377 people** were directed to the website through Facebook, Twitter and LinkedIn posts during the period of December 2018 – September 2019.

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.

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 #BACCNConf2020.

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

## Sponsors and Exhibitors

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### Exhibition Area

The exhibition took place in the Cromdale Hall of the Edinburgh International Centre. Most stands were situated in the main room and there were 5 reciprocal stands alongside 2 x charity tabletop 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, and the exhibition was well attended.

### Exhibition and Sponsorship Revenues

The conference brought in a total of **£101,486.50** for exhibition stands and sponsorship packages. This was lower than budgeted and what we would have liked to achieve. However, it was the highest revenue achieved in Scotland to date so we actually are quite happy with how well the conference did sell.

### Sponsorship Revenue

The figure achieved for sponsorship sales was **£23,940.00**. Although this is a little bit of a drop from the previous few years, this was in part due to the significant loss in revenue of £8,800 from previous Sage Products/Stryker sponsorship, due to budget cuts.

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

### Breakdown of Sponsors

Sponsor	Package
LINET	Main Conference Partner
LINET	Education Workshop Partner
LINET	Welcome Reception Sponsor
LINET	Poster Board Sponsor
North Bristol NHS Trust	Education Workshop Partner
The Royal Navy	Conference Handbook Sponsor
NHS Blood Transplant	Education Workshop Partner
hameln Pharmaceuticals	Education Workshop Partner
Stryker	Delegate Bag Sponsor
Med Reach/ Continulous	Education Zone Sponsor



Draeger Intersurgical	Sim Lab Product Placement
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### Exhibition Revenue

In total there were 42 exhibition stands. Exhibition alone brought in **£71,522 worth of revenue**. This is up from last year and the 2nd highest revenue to date.

Part of the success of this year's exhibition was the introduction of choice-based pricing, difference in price based on 1,2 or 3 open sides as well as space only.

There were a number of companies who have not exhibited before, including MedReach/Continulous, BD, Stewarts Law, Health and Social Care Guernsey, Scottish Nursing Guild, Merit Medical, NHS Blood Transplant, North Bristol NHS Trust & Medela UK .

Exhibition revenue											
Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Total sales</b>	£46,131	£48,292	£47,549	£56,785	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	<b>£66,700</b>

### Breakdown of exhibitors only and FOC's

Organisation
LINET
Hill Rom
BD
Intersurgical
Fresenius
Arjo UK
NHS Lothian (Not for Profit Organisation rate)
3M (Corporate Partner 15% Discount applied)
Stryker (Corporate Partner 15% Discount applied)
Fukuda Denshi
The Royal Air Force (Not for Profit Organisation rate)
Health & Social Care, Guernsey
Hollister
Walters Medical
Flexicare
North Bristol NHS trust
ProSys International
Biopatch
Merit Medical
Scottish Nursing Guild

Medela UK
Aerogen
Cardiff University
Pentland Medical
Baxter Healthcare
Army Medical Services (Not for Profit Organisation rate)
NHS Blood Transplant (Not for Profit Organisation)
Continulou
Draeger
BBraun
Distinctive Medical
Pentland Medical
hameln Pharmaceuticals

### Additional revenue

Company	Extra
MSC – Critical Care Glasgow Wiley Publications	Inserts
Various	Additional Dinner Tickets
Various	Additional Exhibitor Passes
Various	TV Hire, Additional Power Socket
Various	Workshop

Reciprocal Stands – Table Top
Intensive Care Society
ICU Steps
IACCN
CC3N
Guys and St Thomas
SMOTS
Wiley Publications

<b>Charity Stands – Table Top</b>
Music in Hospitals
Laura Hyde Foundation

### **Music in Hospital and Care**

The Music in Hospitals and Care charity use music therapy by visiting hospitals and performing live for patients. The charity entertained us at the welcome reception with a Jazz singer and keyboardist. This was warmly welcomed by delegates, there was a lot of feedback on the nice relaxed atmosphere this created at the Welcome reception.

### **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 2<sup>nd</sup> Year running, the Launch Pad was a focal point within the exhibition. 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 session which were 15 min bite sized presentations.

- LINET: Had 2 Sessions approx. 20 people in the 1<sup>st</sup> session and 30 people in the 2<sup>nd</sup> session
- Fukuda Denshi: Had 2 session had approx. 10 people in the 1<sup>st</sup> and 25 people in the 2<sup>nd</sup> session
- Intersurgical: Had 1 session approx.. 30 people in session.
- Stewarts Law: Had 1 session approx.. 20 people in the session
- NHS North Bristol: Had 1 session approx. 40 people in the session

### **Launch Pad revenue**

<b>Company</b>
LINET
LINET – Graphics
Stewarts Law
FUKUDA DENSHI
North Bristol
Intersurgical

## **Simulation Lab**

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

- Draeger
- Intersurgical

## **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.

New members joined onsite: 6, total revenue collected: £ 276.00

Promotional merchandise on sale:

- Branded Water Bottle
- Travel Mugs
- Keyrings
- Torch

- **Social Media**

Ian Naldrett & Jonathan Downham increased the social media activity at conference.

There was more engagement conducting interviews with Key speakers, Sponsors, exhibitors and key contacts via a live Facebook stream.

- **Regional Committees –**

An area for the regional committees to hold updates and show videos on what’s happening in their regional and 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, one of the co-editors of the NiCC Journal was present 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 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.

## Delegates

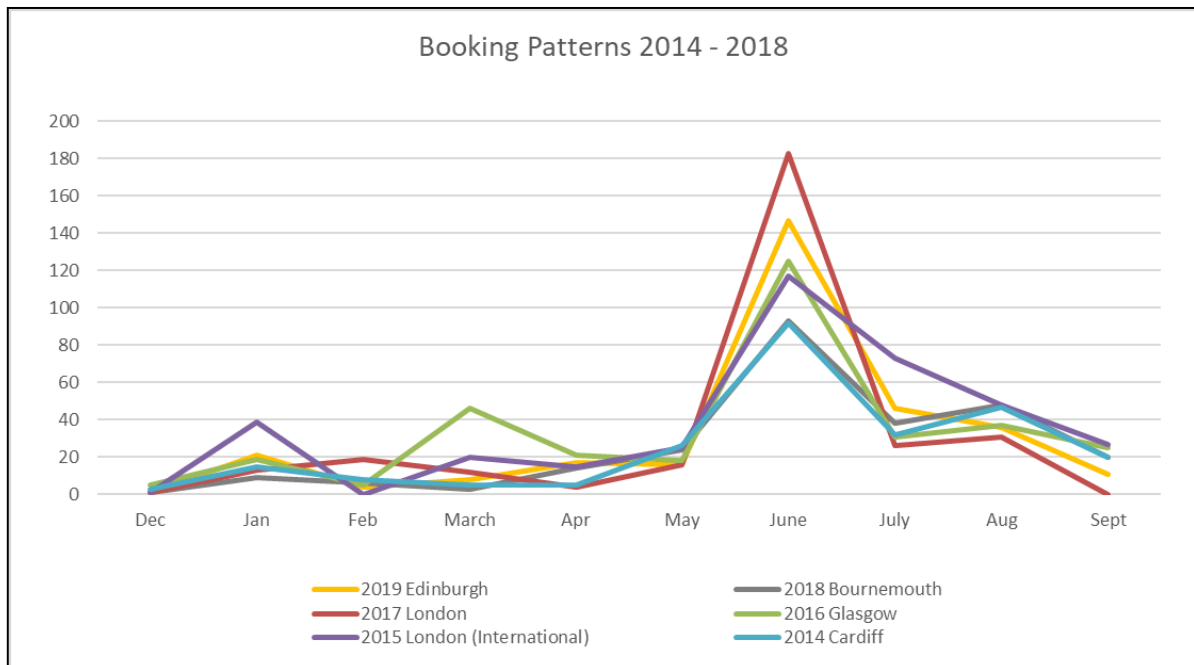
### Overall

Total booked on Monday 16 <sup>th</sup> September	291
Total booked on Tuesday 17 <sup>th</sup> September	281
No. of delegates who booked for one day only	42
No of delegates who booked both days	265
Total delegates booked	307

### Delegate Types

Booking Type	No.	%
Delegate – Member	161	52.4
Delegate – Non Member	142	46.2
Delegate – HCA Member	0	0
Delegate – HCA Non Member	4	1.4
Invited Speakers, volunteers, sponsors etc (FOC)	22	N/A
National Board Member (FOC)	13	N/A

### Booking Patterns (paying delegates only)



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

The super early bird booking rate closed on the 31<sup>st</sup> January, which is where the first peak in registrations is seen.

The standard earlybird closed on the 30<sup>th</sup> 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 almost 50% of all bookings coming in over that one month. In fact, almost 80% of all bookings were made in the months from June – September.

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

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

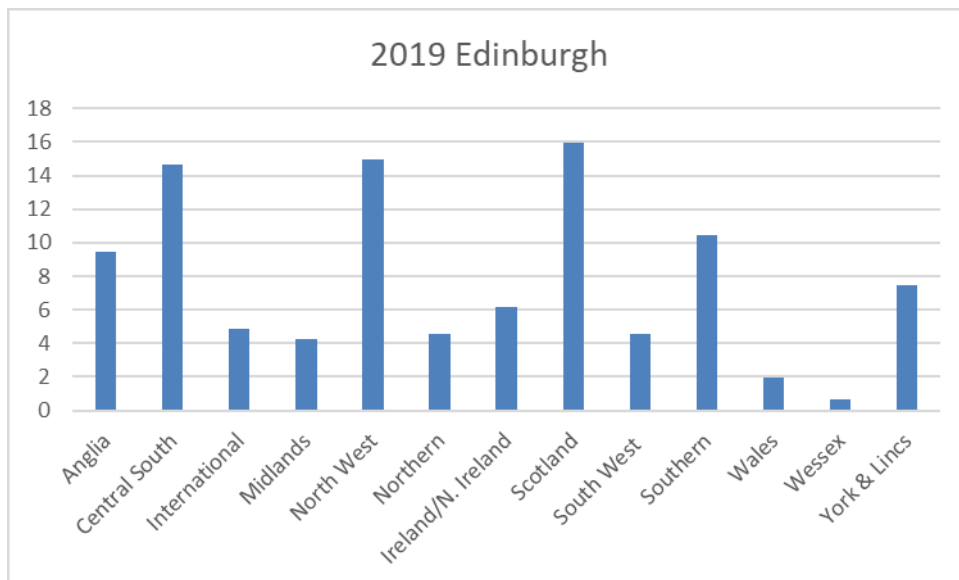
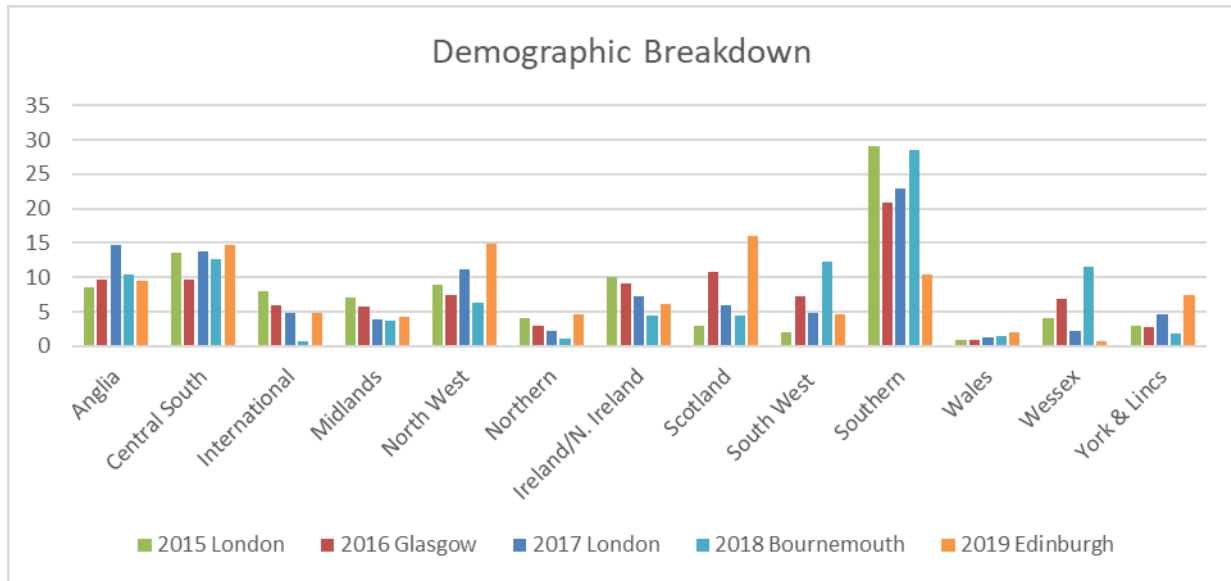
<b>2016 Glasgow</b>											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	5	19	5	46	21	18	125	31	37	25	<b>332</b>
%	1.5	6	1.5	14	6	5	38	9	11	8	<b>100%</b>

<b>2015 London</b>											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	39	0	20	15	25	117	73	48	27	<b>365</b>
%	0.2	10	0	5	4	7	32	20	13	7	<b>100%</b>

<b>2014 Cardiff</b>											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	3	15	8	5	5	26	92	32	47	20	<b>253</b>
%	1	6	3	2	2	10	36	13	19	8	<b>100%</b>

<b>2013 Southport</b>											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	11	10	2	0	6	93	52	56	28	<b>259</b>
%	0.4	4	4	1	0	2	36	20	22	11	<b>100%</b>

## Demographics



In a break from the usual patterns, Southern was not the most well represented region, with there being a higher representation from Central South, North West and Scotland.

Of note is also the higher representation from Yorks & Lincs and Northern Ireland compared to when the event is held further South.

## Technology at Conference

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We once more 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:

- 313 (231 in 2018, 203 in 2017) unique users downloaded the event app
- Of those, 276 (209 in 2018, 93 in 2017) logged in to use the additional features of the app
- 678 (381 in 2018) contact shares were accepted
- 5230 (7820 in 2018, 5000 in 2017) sessions were viewed
- 4860 (5260 in 2018, 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
- Didn't want to/feel the need to
- I didn't know about it
- Device too old/not enough memory/no smart phone or device
- Technical issues



## Recommendations for Future Years

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### Programme

- **Posters** – we tried to place the posters outside of a meeting room to be able to maximise the use of the other meeting spaces but again faced issues of complaints that it was too noisy and distracting. Therefore, we should try to place the posters back inside a room where possible.
- **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

- Last year we identified that we should have a standard TV package with HDMI as part of Launch pad as visual display. We incorporated that this year and it worked well.
- Ensure the exhibitors have a presentation to engage with the delegates, with possible participation.
- This year, after a bit of a slow start, we introduced having a board member introduce the Launch Pad sessions prior to them starting which had a marked difference on attendance. This should be continued in future.

### Sim Lab

- Following conference, the board discussed the sim lab and agreed that this is no longer a novel feature at conference and therefore should no longer be automatically included in the programme.

### BACCN Zone

- The Regional Advisors need to decide earlier in the planning what AV supplies they require to avoid potential cancellation costs. If a screen etc is not required, then it does not need to be ordered.

### Technology

- **Event App** - this will be kept for the 2020 conference along with a hard copy programme and poster schedule only.

### Volunteers

- Again, 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. Bookings opened in October 2019 for Conference 2020.

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.

## **Planned dates for 2019:**

Super Earlybird launch – October 2019

Abstract submission open – October 2019

Abstract submission closes – 31 Mar 2020

Standard bookings open – 30 June 2020

## **Thank you**

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The BACCN would like to thank all those involved in making the 2019 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.