

BACCN 2023 Conference Report

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Introduction

The 38th Annual BACCN conference took place on the 11 & 12 September at the NTU Events and Conferencing venue in Nottingham. The title of the conference was “Recovery, Restoration and Sustainability”.

The programme consisted of 5 plenary and six parallel breakout sessions across two days. On Sunday 10th, conference opened with the Welcome Reception and early registration.

The main programme consisted of over 70 concurrent talks, including sponsored sessions, the research focussed-sessions, community of practice sessions, a stream of “fundamentally critical” sessions and 37 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area and the Conference Dinner in the Crowne Plaza Nottingham.

2023 Objectives

- To attract over 350 paying delegates – **Target met**
- To make profit on the event – **Target met**
- To receive 100 abstracts – **Target not quite met: 90 received**
- To achieve full exhibition & sponsorship with at least £110,000 income – **Target exceeded**
- To offer a packed programme with a varied selection of topics and speakers – **Target met**

Finance

- Exhibition & sponsorship revenue: **£171,806.00**
- Delegate revenue: **£105,922.83**
- Total net revenue: **£277,728.83**
- Total expenditure: **£202,590.39**
- **BACCN profit: £ 75,138.44**

NB: Revenue is made up of 62% exhibition and sponsorship vs. 38% delegate revenue.

This profit goes a long way to helping recover the losses made in 2020 and 2021 when the annual conference was unable to be held.

Key dates

- Event Launched – **January 2023**
- Super Early bird – until 31st Jan
- Early bird – 1st Feb to 29th June
- Standard – 30th June – event date
- Abstract submission – until 14th April
- Event dates – Monday 11th – Tuesday 12th September

Marketing

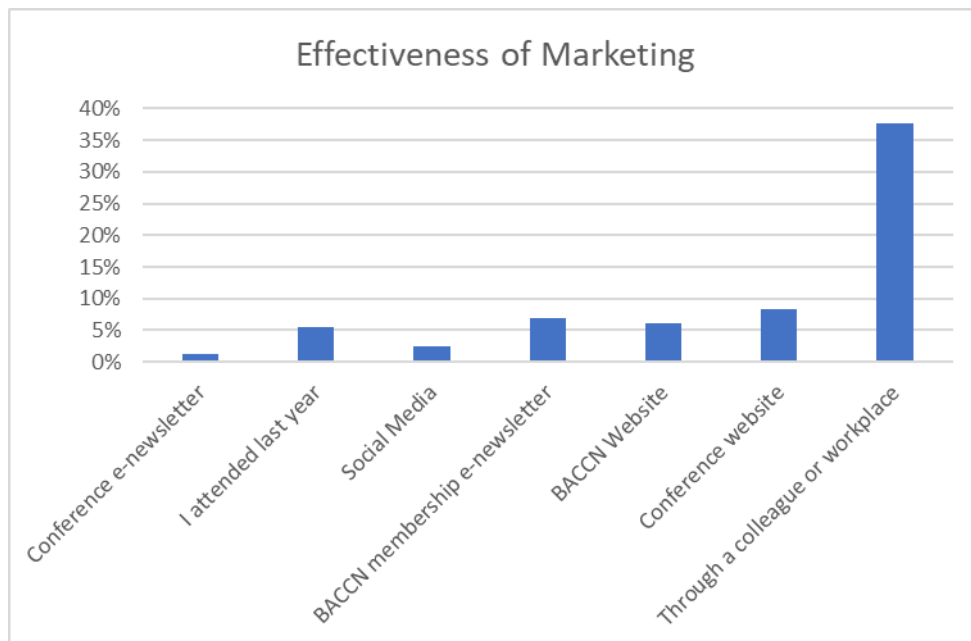
Marketing for the conference started in early January promoting the Super Earlybird rate for members.

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 across two floors of the NTU Events and Conferencing venue in Nottingham. Additional stands, the poster screens and the launch pad were also moved into an additional room, due to the original floor space being completely sold out.

There was reasonable footfall across the two floors of the venue, although those on the upper level benefitted most. The opening morning of the programme was also exclusively in the main plenary room, which restricted flow to the other side of the floors. This improved as the days progressed.

Catering was spread across both rooms, and we included some additional catering in the side room to try to increase footfall there.

Exhibition and Sponsorship Revenues

The conference brought in a total of **£171,806.00** for exhibition stands and sponsorship packages. This vastly exceeded our initial target of £117,500.

Sponsorship Revenue

The figure achieved for sponsorship sales was **£46,790.00 an increase of £4,645.00** on the previous year. 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	2023
Total sales	£19,280	£9,850	£15,410	£30,170	£35,206	£31,445	£34,595	£29,665	£23,940	£42,145	£46,790

Breakdown of Sponsors

Package	Sponsor
Conference Partner	LINET UK
Welcome Reception	LINET UK
Platinum Sponsor	Seating Matters
Delegate Bag Sponsor	Seating Matters
Bespoke Package	Stryker
Name Badge and Lanyard Sponsor	Walters Medical
Stationery Sponsor	3M
Handbook Sponsor	Aerogen
Gold Sponsor	BD
Session Sponsors	Teleflex Avanos Solvemed

Exhibition Revenue

In total there were 40 exhibition stands. Exhibition alone brought in **£76,800 worth of revenue**. This is one of the **highest exhibition revenues** we've ever had.

Exhibition revenue											
Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023
Total sales	£56,785	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	£66,700	£71,522	£58,399	£76,800

Breakdown of exhibitors only and FOC's

Stand Number	Stand size	Organisation
C1 - 6X4 & Linet Lounge	Custom	LINET UK
2 - space only	3x3	Proys International
3 - (back wall only)	3x3	Montcalm Care
4 - space only	6x3	Stryker
5- space only	6x3	Seating Matters
6	6x3	FIVE MOBILITY
7 -space only	6x3	ARJO
33	3x3	BMS Criticalcare
34 -space only	5x2	BAXTER
35	5x2	My Kit Check & Distictive Medical
36 LT1 not shell	3x2	VCCN/ PET BLOODBANK
37 LT1not shell	3x2	ORGAN Donation
38 LT1not shell	3x2	EPCIN
40 LT1	3x2	Sinapi biomedical (Pty) Ltd holding
8 back wall only	3x3	Aregoen
9	3x3	Walters Medical
10A	3x3	Pall
10B	3x3	BBraun
11- spaceonly	6x3	Teleflex
12 - back wall only	5x3	AVANOS MEDICAL
13	3x3	Evac Chair / Paraid
14	3x3	hamlen medical
15	3x3	BD
16	3x3	Iskus Health
17 space only	3x3	CONVATEC
18 space only	3x3	Nursing Midwifrey Council
19	3x2	Army Medical Services Reserves
20	3x2	Simulaids
21	3x2	Armstrong Medical
22	3x2	3M
23	3x2	Pentland Medical
24	3x2	Social Ability

25	3x2	The Royal Navy
26	3x2	Draeger
27	3x2	ITE MEDICAL
28	3x2	Fukuda Denshi
29	3x2	THERA-Trainer UK ltd
30	3x2	Intersurgical
31	3x2	Vapotherm
32	3x2	Circle Healthcare Group The Parks Hospital
41 & 42 Space only	6x2	Mindray
43	3x2	Medline Industries Ltd
44	3x2	Observe Medical
45	3x2	Health New Zealand

Additional revenue:

Additional Exhibitor Passes:

Organisation	Number of passes
3M	2
convatec	1
BMS Criticalcare	1
Circle Healthcare Group	1
fukuda	1
Social Mobility	1
Teleflex	2
Teleflex	1
Armstrong Medical	1
Avanos Medical	4
BBRAUN	2
Stryker	4
medline	1
Health New Zealand	2
AVANOS MEDICAL	1
arjo	1
evac chair	1

Badge Scanners:

Organisation	Number of scanners
Intersurgical	1
Circle Healthcare Group	1
Walters Medical	1
FIVE MOBILITY	1
evac chair	1

Mindray	2
Social Ability	1
Montcalm Care	1
CONVATEC	1
TAS Health	1
ITE MEDICAL	1
AOP	1
proys International	1
Unoquip	1

Table Top Stands and Reciprocals:

Table Top Stands	Organisation
T3	Edinburgh Royal Infirmary
T2	Heart in their hand
T1	UNOQUIP

Launch Pad

The return of the Launch Pad this year was less successful, which was ultimately due to location. Moving it away from the main hub of the exhibition resulted in poor attendance and lower footfall. We did what we could to encourage attendance, but acknowledge that we need to plan its position better in future years. Having it close to the catering stations is important.

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.

The exhibitor meeting is a really useful tool, which is appreciated and welcomed by exhibitors and 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 this central meeting point where several membership benefits were visible and housed under one "roof":

- **Membership services**

Existing membership related queries. Thirteen new members joined onsite. Promotional merchandise on sale: Branded Water Bottles, Travel Mugs and BACCN Pins.

- **Regional Committees** – An area for the Regional Advisors to engage with the regions themselves.

Delegates

Overall

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

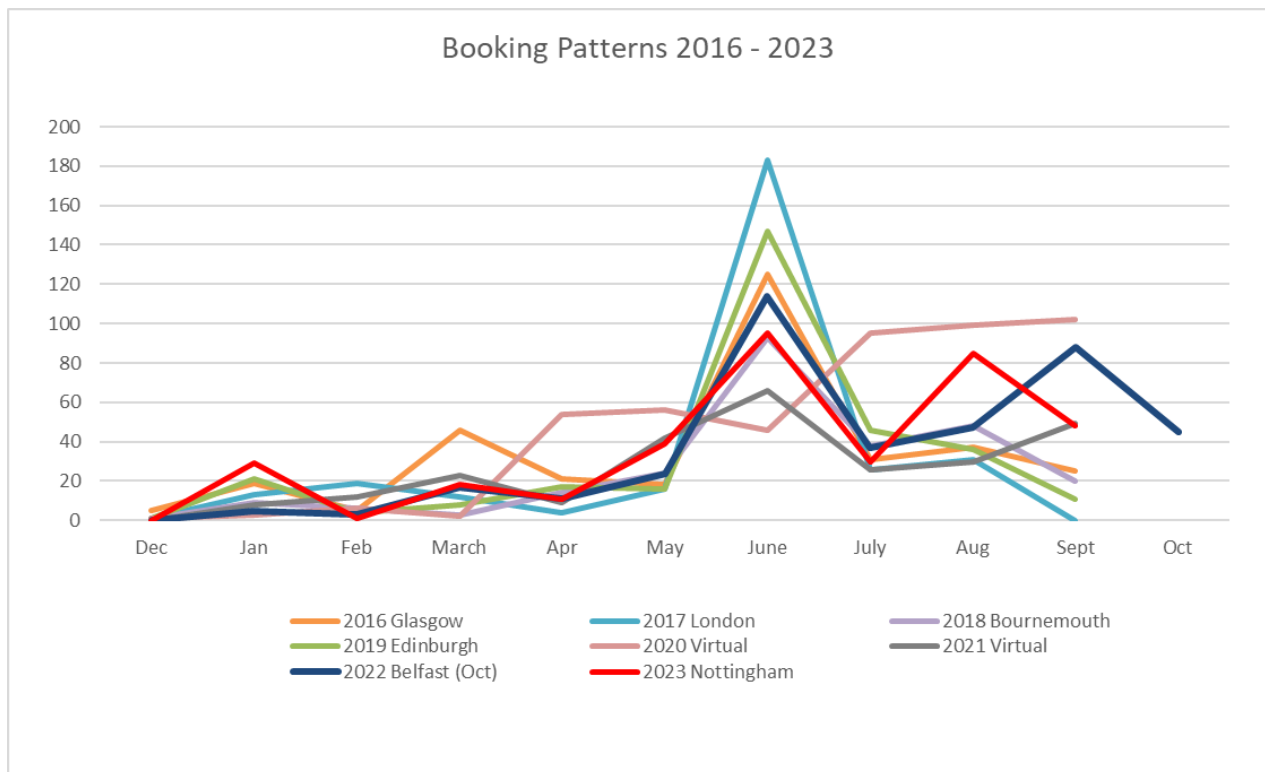
Total booked on Monday 11 th September	319
Total booked on Tuesday 12 th September	308
No. of delegates who booked for one day only	85
No of delegates who booked both days	272
Total delegates booked	356

Delegate Types

Booking Type	No.	%
Delegate – Member	133	37.4
Delegate – Non Member	223	62.6
Invited Speakers, volunteers, invitations (FOC)	25	N/A
National Board Member (FOC)	12	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.



2023 Nottingham											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No	0	29	1	18	11	39	95	30	85	48	356
%	0	8	0	5	3	11	27	8	24	13	100%

Super earlybird bookings were higher this year, although 20 of those bookings were from one group (Karen Wilson and Cheshire and Mersey Critical Care Network).

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 April – September.

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%

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%

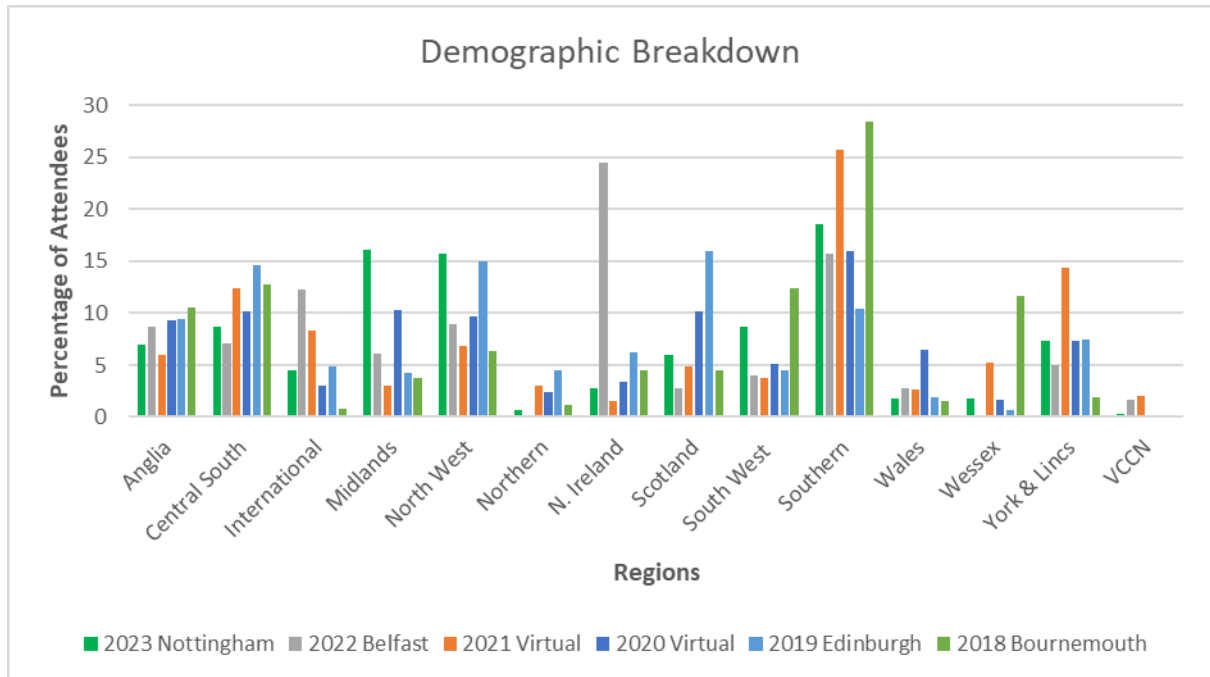
2018 Bournemouth											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	9	6	3	14	24	93	38	48	20	256
%	0	4	2	1	5	9	36	15	19	8	100%

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%

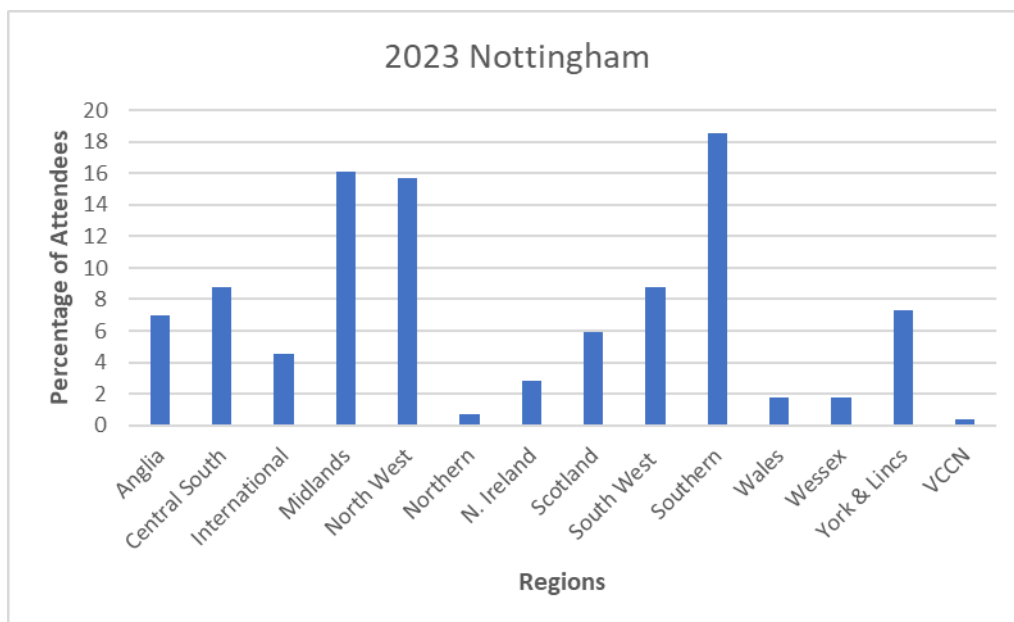
2015 London											
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Total
No.	1	39	0	20	15	25	117	73	48	27	365
%	0.2	10	0	5	4	7	32	20	13	7	100%

Demographics



With the updated regional format that has been implemented in 2023, this is the last year that this direct comparison will be possible.

Holding the event in the Midlands had a clear, marked effect on attendance from both the Midlands and North West region.



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.

Exhibition

- Having the exhibition across two floors is always more difficult than having everything together on one floor, and we would prefer to avoid this in future.

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. This was missing this year and has been planned into the 2024 floorplan.

Sim Lab

- Running conference without a Sim Lab was a bit of an experiment to see whether delegates missed having it as part of the programme. It was mentioned a couple of times in the feedback, but on the whole did not seem to have affected anyone's experience. We will not rule out including it in the programme again, but be open to options when they present themselves.

Technology

- **Event App** - this will be kept for the 2024 conference. Discussion to be had on whether we continue with the printed programme in future, or if it can be simplified further.

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

- We had volunteers from across the country this year, and some from outside of any regional committees. This was primarily due to a lack of interest from the regions. Every region was given the opportunity before it went out to the membership as a whole.
- 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 2024, the Regional Advisors have been tasked with suggesting how best to approach the invite list for volunteers.

Regions

- For 2024, 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 September this year due to the rescheduling forced by Covid. However, the BACCN Board felt that actually the event sat well in October when it took place in Belfast and so October should be a real consideration for future events. This has been planned for 2024.

Planned dates for 2023:

Super Earlybird launch – December 2023

Super Earlybird deadline – 31 January 2024

Abstract submission open – January 2024

Abstract submission closes – 14 April 2024

Abstract review deadline – 19 May 2024

End of earlybird/standard bookings open – 30 June 2024

Conference Dates: 7 – 8 October 2024

Thank you

The BACCN would like to thank all those involved in making the 2023 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.