

BACCN 2024 Conference Report

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Introduction

The 39th Annual BACCN conference took place on the 7 & 8 October at P&J Live, Aberdeen. The title of the conference was “Building Environments to Thrive: Celebrating Personal and Professional Diversity in Critical Care Nursing”.

The programme consisted of 5 plenary and six parallel breakout sessions across two days. On Sunday 6th, conference opened with the Welcome Reception and early registration.

The main programme consisted of over 50 concurrent talks, including sponsored sessions, the research focussed-sessions, community of practice sessions, a stream of “fundamentally critical” sessions and 13 poster presentations.

In the evenings, the delegates enjoyed a welcome reception in the Exhibition area and the Conference Dinner at P&J Live. The ceilidh at the Conference Dinner was appreciated by all attendees.

2024 Objectives

- To attract over 350 paying delegates – **314 paying delegates**
- 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 £110,000 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: | £124,700.00 |
| • Delegate revenue: | £90,045.66 |
| • Total net revenue: | £214,745.66 |
| • Total expenditure: | £207,512.19 |
| BACCN profit: | £ 7,233.47 |

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

Key dates

- Event Launched – **January 2024**
- Super Early bird – until 28th Feb
- Early bird – 1st March to 29th June
- Standard – 30th June – event date
- Abstract submission – until 14th April
- Event dates – Monday 7th – Tuesday 8th October

Marketing

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

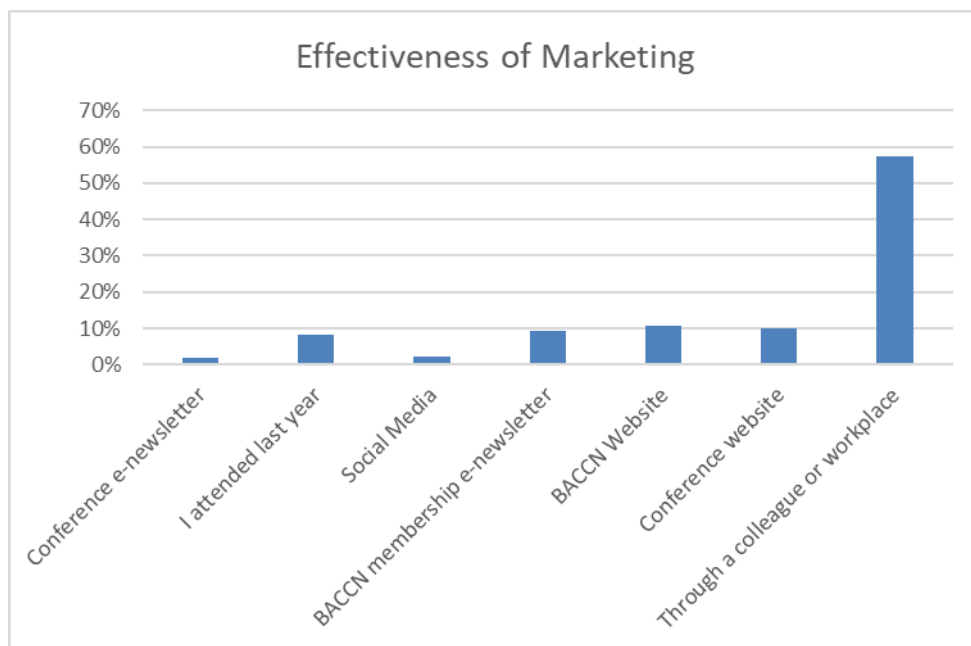
The main streams of marketing were as follows. This along with attendance at industry events and flyers at regional study days provided nationwide coverage.

- 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 across two main areas – Conference Suite 1 and The View. The poster screens were placed inside an unsold stand in Conference Suite 1 and the launch pad was situated in there too.

There was good footfall in both areas, with the BACCN Zone and catering helping draw people to The View.

We also gave Julia Bakay her own stand adjacent to the BACCN Zone, so that delegates could see her work as it progressed over the two days.

Exhibition and Sponsorship Revenues

The conference brought in a total of **£124,700.00** for exhibition stands and sponsorship packages.

Sponsorship Revenue

The figure achieved for sponsorship sales was **£29,350.00** - a decrease on the previous year.

Breakdown of Sponsors

Package	Sponsor
Platinum Sponsor	LINET
Platinum Sponsor	TELEFLEX
Name Badge & Lanyard Sponsor	Walters Medical
Gold Sponsor	BD
Gold Sponsor	Draeger
Conference Handbook Sponsor	Medline

Exhibition Revenue

In total there were 37 exhibition stands. Exhibition alone brought in **£91,090 worth of revenue**. This is one of the **highest exhibition revenues** we've ever had.

Exhibition revenue											
Year	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024
Total sales	£63,897	£61,175	£49,156	£65,315	£50,790	£75,530	£66,700	£71,522	£58,399	£76,800	£91,090

Breakdown of exhibitors only and FOC's

Stand Number	Stand size	Organisation
7	3x3	Medline
11	3x3	Proys International
12 & 13	6x3	Teleflex
14	6x2	Solventum
15 Space Only	3x3	BD
16 Space Only	6x3	LINET
17	3x3	Edinburgh Medical School
18	3x3	Paraid
19	3x3	Nursing Midwifery Council
20	3x3	Walters Medical
21	3x3	Unoquip
22	3x3	University of Glasgow
23	3x3	Identidy Global -Royal Navy
24	3x2	Intersurgical
25	3x2	Army Medical Services
26 A	3x2	NHS Grampian
26 B	3x2	BMS Critical Care
27	3x2	Pentland Medical
28 A	3x2	Eakin Healthcare
28 B	3x2	Nihon Kohden
29	3x3	Fukuda Denshi
30 Space Only	3x3	Convatec
31	3x3	corpuls
32	3x3	Medstrom
33 space only	6x3	ARJO
34 Space Only	6x3 S.O	Stryker
35 Space Only	6x3	Dräger
36 Space Only	6x3	Baxter
38	3x3	InsightMedical
39	3x3	Phillips
40	3x3	NAPP

Table Top Stands and Reciprocals:

Table Top Stands	Organisation
T5	NOrF
T4	ICU Steps
T3	NHS Highland
T2	Rehab Legends
T1	CC3N

Additional revenue:

Additional Exhibitor Passes:

Organisation	Number of passes
Army Medical Services	1
Dräger	4
Solventum	1
Drager	1
baxter	1
Medstrom	2
baxter	1

Badge Scanners:

Organisation	Number of scanners
Corplus	1
LINET	1
TELEFLEX	1
Drager	1
BD	1
Unoquip	1
BMS Critical Care	1

Launch Pad

Launch Pad this year had very little pick-up by the sponsors and exhibitors. It was positioned well in the exhibition but ultimately I think it is no longer a feature we need a dedicated space for.

Exhibitor Comments

An exhibitor meeting was held during the conference on Monday 7th October. The meeting was facilitated by David Waters who asked the companies for their feedback in an informal discussion. Around 20 exhibitors attended, and the comments were 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 plus new member enquiries. 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

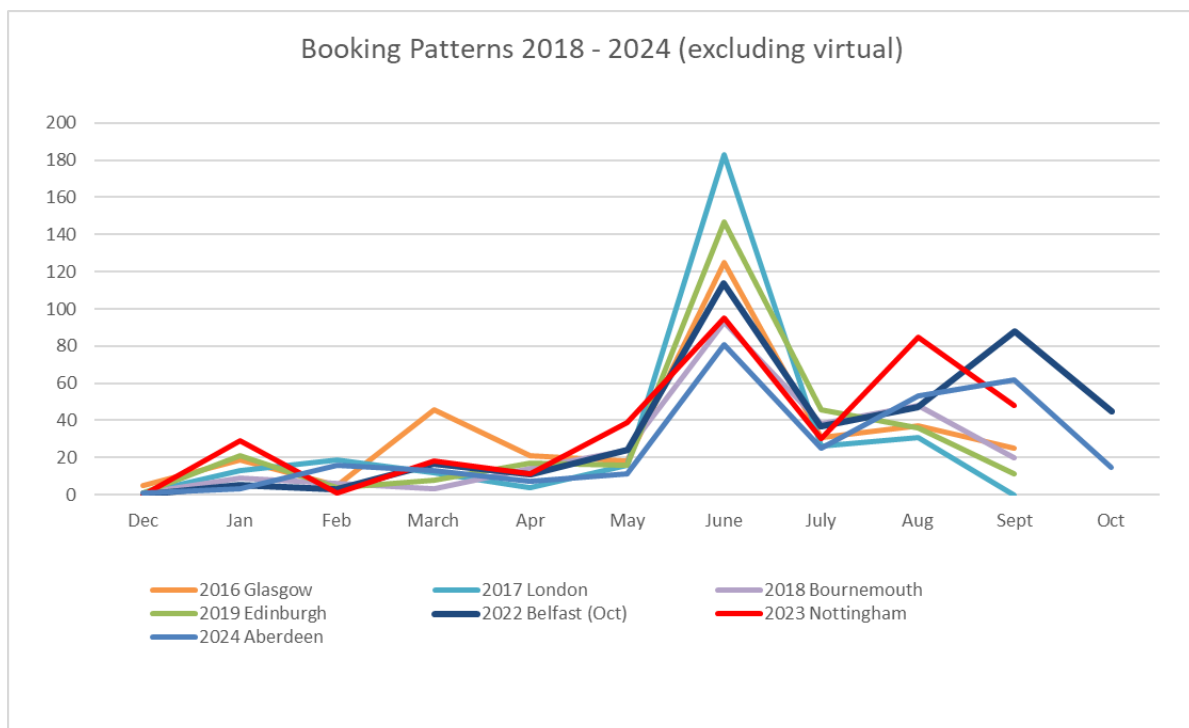
These are preliminary figures which will be updated in the coming weeks as we collect in the remaining outstanding delegate registration fees

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	113	43
Delegate – Non Member	147	57
Invited Speakers, volunteers, invitations (FOC)	44	N/A
National Board Member (FOC)	10	N/A

Booking Patterns (paying delegates only)



2024 Aberdeen												
Month	Dec	Jan	Feb	March	Apr	May	June	July	Aug	Sept	Oct	Total
No	1	3	16	13	7	11	81	25	53	62	15	287
%	0	1	6	5	2	4	28	9	18	22	5	100%

Super earlybird bookings were extended into February this year, which we can see in the higher booking numbers in February than we would normally expect.

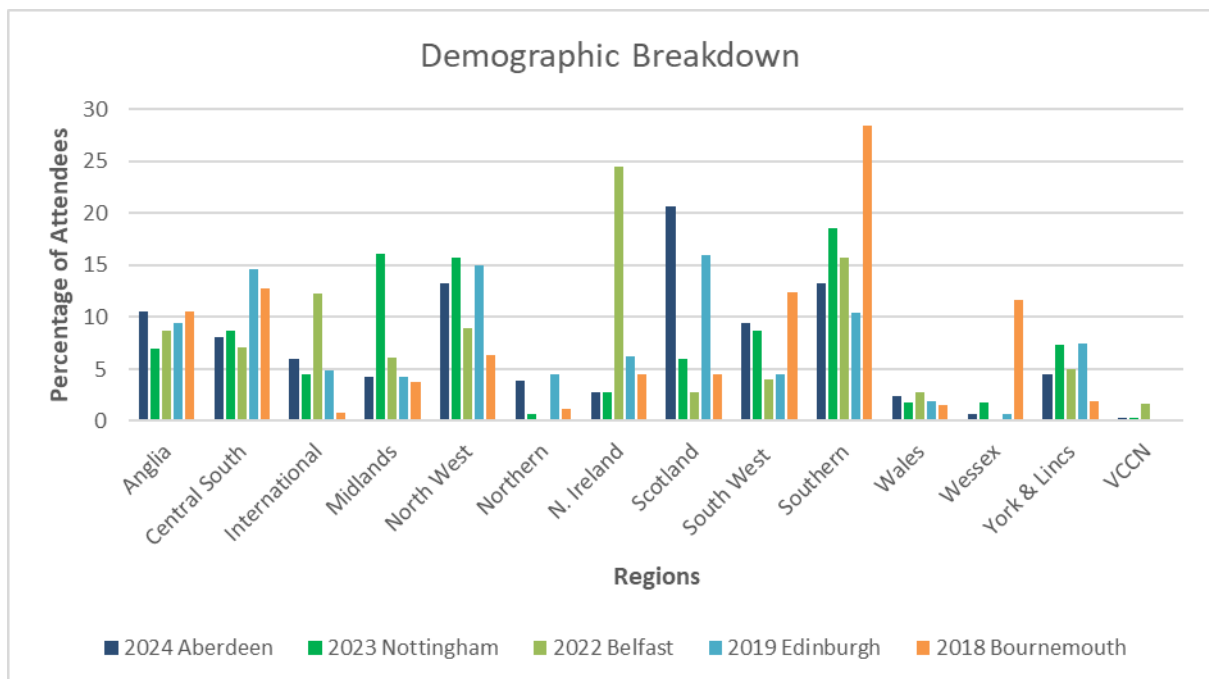
The standard earlybird closed on the 30th June resulting in an influx in bookings throughout May and June. Abstracts were accepted in May which also led to a large portion of bookings in June.

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 May – October.

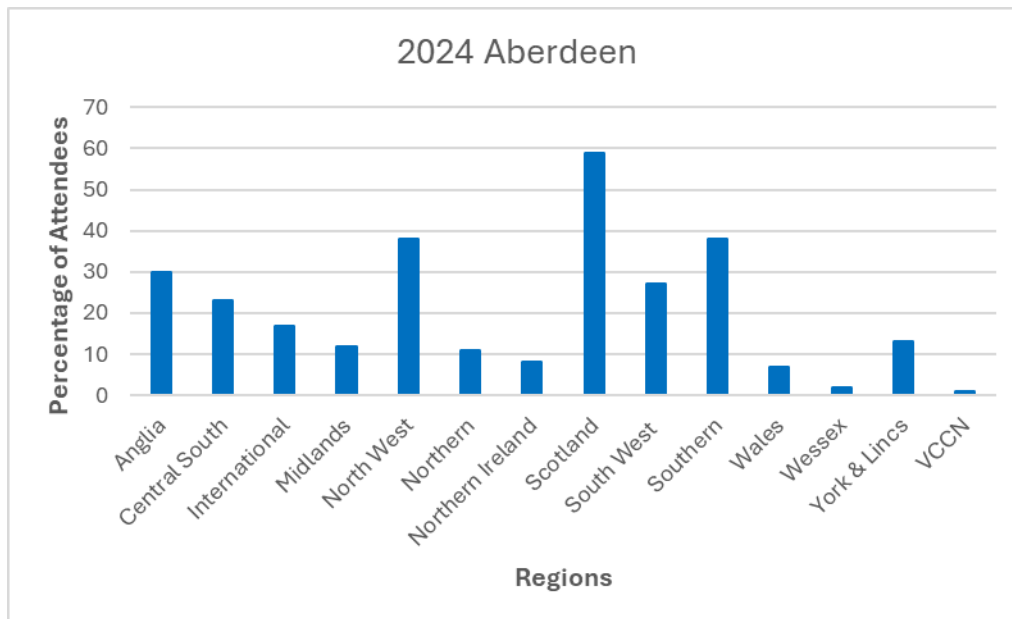
More significantly, over 50% of bookings came in AFTER the earlybird deadline between July and October. All post-covid events are showing this pattern, with later bookings becoming a more regular occurrence.

Demographics

Although the regions have changed, this was not completed in the conference booking form before going live. We are therefore able to do one final comparison with the old regions before this will be completely different in 2025.



As one would expect, we had a much higher attendance from Scottish attendees than in other years.



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. This should not be a problem in Blackpool.

Launch Pad

- We are going to remove the Launch Pad from the exhibition this year. Uptake and interest from exhibitors has reduced to almost zero. If anyone does wish to do some kind of demo, we will suggest that they do it at their stand, and will promote as such.

Technology

- **Event App** - this will be kept for the 2025 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

- Sourcing volunteers for Aberdeen was again quite difficult. We did then end up with a number of volunteers who have done it before. This makes the management of them much easier, but does feel like it is an opportunity that should be shared more widely. Work to be done on this...
- 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.

Planned dates for 2023:

Super Earlybird launch – December 2024/Jan 25

Super Earlybird deadline – 28 February 2025

Abstract submission open – January 2025

Abstract submission closes – 14 April 2025

Abstract review deadline – 19 May 2025

End of earlybird/standard bookings open – 30 June 2025

Conference Dates: 7 – 8 October 2025

Thank you

The BACCN would like to thank all those involved in making the 2024 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.