



# ASPIH ANNUAL CONFERENCE SUMMARY REPORT

16 - 18 NOVEMBER 2010

ST JAMES PARK,  
NEWCASTLE UPON TYNE

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Major Conference Sponsor:



### **Executive Summary**

This report provides an overview summary of the first Association for Simulated Practice in Healthcare (ASPiH) Conference, which took place at St James' Park, Newcastle upon Tyne from the 16<sup>th</sup>-18<sup>th</sup> November 2010.

Attended by almost 200 participants, achieving an outstanding level of exhibition and sponsorship revenue and surpassing all objectives, the conference should be seen as a huge success for the newly formed association.

### **Conference Highlights**

- All original exhibition space was sold, and additional stands added into the foyer area
- 100% of exhibitors would be interested in exhibiting at ASPiH 2011
- Strong branding of ASPiH was visible throughout the conference venue
- Abstract submissions exceeded expectations with 80 received
- The Conference attracted 200 participants
- The programme was very well received by delegates
- Marketing activity was successful in generating awareness in the ASPiH Conference throughout the UK, with a very positive geographical spread of delegates.
- Great success for an inaugural conference

### **Acknowledgements**

- All Keynote and Parallel Session Speakers.
- The ASPiH Executive Committee
- The Local Organising Committee
- All Conference Exhibitors, Sponsors and Supporters

## Event Summary

### Venue

The inaugural Association for Simulated Practice in Healthcare (ASPiH) Conference was held at St James' Park, Newcastle upon Tyne from Tuesday 16<sup>th</sup> to Thursday 18<sup>th</sup> November 2010.

A total of four breakout rooms were used within the venue, alongside the creation of a split Exhibition Hall and Plenary Hall. The fourth floor of the venue acted as the 'event hub' with all main sessions, exhibition, catering, welcome reception, registration and poster presentations taking place in this space.

The venue was extremely easy to navigate and very accessible by public transport. Free of charge parking at the conference venue was also negotiated for delegates use.

### Conference Programme

The Conference Programme was devised to incorporate abstract submissions, invited sessions and keynote lectures.

Abstract submissions totalled 80, higher than the 50 maximum expected. Most submissions were made in September (73). A total of 26 posters were presented at the Conference.

The ASPiH AGM was also held during the conference on the second morning. As all delegates are members of the association, this was held as a main session.

CPD Points were awarded for attendance at the Conference. To receive a Certificate of Attendance delegates were required to complete the post-conference online survey. This resulted in a fantastic response level.

### Exhibition and Sponsorship

A sponsorship and exhibition sales pack was designed and circulated by Benchmark Communications. Contacts for the sales database were sourced from committee members, previous sponsors and research.

### Exhibition and Sponsorship Highlights

- 100% of exhibitors found the organisation of the conference good, very good or excellent (60%)
- 100% of exhibitors rated responses to any queries by the organisers as excellent
- 100% of exhibitors felt the delegates were of the quality they expected
- 100% of exhibitors felt they got value for money
- 100% of exhibitors were happy with the allocation of space on site
- 100% of exhibitors were happy with the set up arrangements, catering and timing of the conference
- **100% of exhibitors would be interesting in exhibiting or sponsoring the ASPiH Conference in the future**

### Social Activities

A sponsored Welcome Reception was held at the close of the first day (Wednesday 17<sup>th</sup> November) within the Exhibition Hall. All delegates were invited to attend, with wine and soft drinks served.

The main conference social event was the conference dinner, available at an additional cost of £40.00 per ticket. This was held on Wednesday 17<sup>th</sup> November at the Assembly Rooms in Newcastle City centre. The guests were served an arrival drink and then a three-course dinner with wine. Lively entertainment by a live band was provided, and a ceilidh also added to the evening's activity!

### Marketing

A limited marketing budget was available for promotion of the conference in 2010 and most activity was carried out on an in-kind or online basis.

In total five promotional e-newsletters were produced and distributed to all contacts (962). Topics included 'ASPiH is launched', 'abstract submission deadline' and various programme announcements. In addition, a number of specific e-communications were sent to registered delegates or presenters with information.

Other events were targeted, and hard copy materials provided. Online links were also gained from numerous websites including [www.meti.com](http://www.meti.com) and [www.nursing-events.co.uk](http://www.nursing-events.co.uk)

A marketing pack was circulated to conference exhibitors, with 75% of companies exhibiting adding a link to the ASPiH Conference from their website, 50% including reference to the conference on their e-communications. Forwarding of ASPiH e-newsletters and twitter activity also took place.

## **Delegate Feedback**

The most popular words used to describe the ASPiH Conference 2010 were: *"thought provoking", "interesting", "good networking" and "professional"*. Nobody described the conference as *"too long", "too short" or "boring"*.

Over **90%** of the delegates believed that the ASPiH Conference 2010 offered good value for money.

*"Highly entertaining [speakers] but also very relevant and filled with information"*

*"Stimulated thought"*

*"All the speakers were engaging and interesting"*

*"Inspirational"*