

February 2021 Conference Planning Group | AGENDA

Meeting date | time 2/11/2021 @ 1 PM | Meeting location: <https://us02web.zoom.us/j/87864157319>

Meeting called by	WPSC	<u>Attendees:</u>	
Type of meeting	Monthly Conference Planning	Jonathan Stewart	David Birnbaum
Facilitator	Jonathan Stewart	Steve Levy	Dana Kahn
Note taker	Will be Recorded	Nick Locke	Rex Johnson
		Heidi Steeves	Cherie Hanning
		Andrea Wnuk	Anita Sulaiman
		Jackie Valentine	

Agenda topic: Conference Planning

Facilitator: Jonathan Stewart

MATERIALS

- January Minutes
- 2020 Speaker list
- Virtual Conference Producer Quotes

AGENDA

- Introductions:
 - BC Patient Safety and Quality Council
 - Washington State Healthcare Executives Forum

The committee welcomed Andrea Wnuk from the BC Patient Safety and Quality Council to the conference planning team. Andrea is our newest member from the BC region and will help us expand our scope and make the conference a truly regional patient safety collaboration. Representatives from the WSHEF were unable to make the meeting but have planned a panel discussion for one of the conference breakout sessions.

- January Minutes Approval | *Jonathan Stewart*
Jonathan presented the January minutes and the committee approved them by unanimous consent
- Virtual Conference Production Platform | *Nick Locke*
Nick presented on possible virtual conference platforms with an emphasis on more affordable options including vFairs, Socio, and Whova.
Andrea highlighted PheedLoop, a virtual conference platform, and a separate virtual producer who are helping the BC Patient Safety and Quality Council run their annual forum in late February.
Jackie highlighted Prolumina, a virtual conference platform and producer that helped the Northwest Children's Foundation put on their annual forum on childhood trauma.
 - Prolumina helped with technical assistance day-of and helped their forum run interactive panels that increased engagement from previous in-person conferences.
 - The platform cost about \$15,480 and then offered a non-profit discount and sponsorship lowering the price to \$10,000, and the NW Children's Foundation had three tiers of registration: \$40, \$20, and free based on what attendees were able to pay. This pay structure worked well in their experience.The committee highlighted several more needs to use when choosing a conference planning platform:

- David emphasized the need for day-of technical assistance. A recent conference on medical ethics was waylaid by zoom bombers, and we cannot afford to let this happen to our conference.
- Heidi brought up concerns about registration integration with these and encouraged the conference to integrate with a simple registration portal with the conference platform itself to make things easier with the higher expected volume of registrants in a virtual space.
 - Jackie and David mentioned that many more people can attend due to the virtual conference and availability of recorded material after conference.
- David asked about our previous conference costs as an approximate for a budget to use on a virtual conference. Steve pulled up the proposed budget from the 2020 conference which had \$37,000 reserved for venue costs, including location and catering.
- The group discussed considerations for sponsorships and for ticket sales to pay for the virtual conference platform. It was agreed that we should have tiered ticket sales, but no decision was made on final registration costs.

Jonathan summed up: we won't choose a virtual platform today, but now we have an idea of what we will need to budget in the future. We will go with a virtual platform to make sure we are professional.

To-Do: Nick will follow-up with Andrea and Jackie to get details on their conference producers, as well as ask for more information about day-of technical assistance from all virtual conference platforms.

- 2021 Conference Discussion | *Jonathan Stewart*
 - Topics & speakers
 - Options for engagement (networking, virtual poster session)

The committee decided to narrow the dates down from October 5 -7 to just two days.

- The group decided to hold the conference on the mornings (8 AM – 12 PM) on October 6th and 7th, a Wednesday and Thursday.

Jonathan raised the issue of the structure of the conference:

- Jonathan affirmed our desire to have keynote speakers and at least one keynote per day.
 - The committee agreed that the best option is to have at least one keynote each morning, followed by breakout sessions with a flexible “end of day” session, even if that session is just a representative from the foundation close the day.
 - The committee did not set a cap on breakout sessions because we are not confined to a specific number of breakout rooms at a physical venue.
 - The group affirmed the need for several “breaks” to avoid fatigue and allow space for possible networking or maybe poster sessions.
 - Jackie talked about the possibility to have a recorded keynote presentation, but a live Q and A to encourage engagement and have more monitoring of questions during the presentation.
- Jonathan brought up the possibility of having the days “themed” with Day 1 focused on health professional and Day 2 focused on patients and advocates.
 - Heidi brought up the ideal of finding common ground with all of our speakers so they can build a presentation that reaches multiple audiences (ex. Of being careful with the overwhelming use of acronyms)
 - David recommended having good presentation abstracts for each session so people can choose for themselves what sessions fit for them.
 - Jonathan’s concern is that we still want some sessions to be useful to patient safety experts, such as Hardeep Sing talking about the complexities of the diagnostic process.
 - David mentioned that the virtual nature would allow participants to switch sessions if one is not presenting relevant information to them. Steve brought up the option to “tag” conference sessions based on audiences or learning objectives.

Jonathan asked if the committee wanted to issue a call for speakers and posters or targeted requests:

- Dana recommended sending out a call for speakers. Jonathan encouraged this call to extend to a wider geographic audience than just the Puget Sound region.
 - **To-Do:** Nick and Jonathan will send out a call for speakers

Speaker Updates:

- The WSHEF has agreed to host a panel discussion on DEI that would provide CE credit to their healthcare executive members, but also provide content for our conference.

- Next Steps | *Jonathan Stewart*

Jonathan narrowed down some decisions that we will have to make in the future.

- First up: deciding on a conference theme.
 - David recommended Biden's "Building Back Better" which we unfortunately cannot use due to political concerns
 - Anita asked about 2020's theme, which was "Driving Toward Collaboration on Safety"
 - The committee decided not to use this theme.
- Outreach/Marketing
 - Jonathan suggested that we should extend our outreach to PFACs and patient advocacy organizations. This was met with affirmation from Anita.
 - David encouraged the committee to develop an actual media strategy this year.
 - This is related to Jackie's comments earlier about how the NW Children's Forum published an Op-Ed in Seattle Times prior to their event.
 - David recommended sending a contact from UBC's School of Journalism.
 - Jackie recommended connecting with other universities as well.
 - Rex and Yanling have connections with patient advocates organizations.
- Develop a registration and cost structure
 - Steve: we need to cover our costs. Possibility to ask others who have recently done this work, Jackie and Andrea.
 - Heidi and Jackie asked about sponsorship opportunities. Steve mentioned that in previous years sponsorship has been around 30 – 40,000. But, given COVID this may not be possible. Steve proposed a model of having a sponsor directly underwrite one thing (a specific speaker, a virtual platform, etc.)

Jonathan summed up our next month goals:

- Ideally, we will have new applications from our call from speakers
- Our big conversational topic will be how will we pay for this and registration costs.
- In addition, we should think about what kinds of CE credit we can give. CMEs, nursing, ASHRAM
 - **To-Do:** Andrea will look at what kinds of credit BC can sponsor and will report back on lessons learned from the BC Forum in late February.

Next meeting: March 11, 1-2 PM.