Inaugural Nursing & Midwifery Leadership Conference 2013

Event Statistics

Event Name:	Inaugural Nursing and Midwifery Leadership Conference 2013	
Host:	Nursing and Midwifery Office, WA Department of Health	
Date:	Thursday 28 – Friday 29 November 2013	
Venue:	Pan Pacific Hotel, Perth Western Australia	
Conference Attendees:	293	
Exhibitions Booths:	4	
Sponsorship:	Host of Conference Dinner:	Ramsay Health Care WA
	Delegate Satchel:	Edith Cowan University
	Conference Sundowner:	HESTA SuperFund
	Morning Tea Break:	GESB
	Morning Tea Break:	University of Notre Dame Australia
	Afternoon Tea Break:	Sigma Theta Tau International
	Satchel insert:	University of Western Australia
	Satchel Insert (Discounted):	National Breast Cancer Foundation – Register 4
Streams/Tracks:	3	
Abstracts:	79	
Speakers:	56	
Posters:	15	
Social Program:	Conference Dinner	
	Conference Sundowner	
Conference Website:	www.iceaustralia.com/nmlc2013	

The Client

The Nursing & Midwifery Leadership Conference 2013 was hosted by the Government of Western Australia Department of Health. WA Health is Western Australia's public health system designed to improve, promote and protect the health of all Western Australians.

Conference Objectives

This inaugural Conference was aimed at both established nurse and midwife leaders and those seeking careers in this direction. The Conference was designed to stimulate and equip the delegates with new ideas and tools for increasing their effectiveness in healthcare leadership at all levels.

Conference Program

The objectives of the Conference were achieved by ensuring a comprehensive and well planned program was established. The Conference Program is presented in a variety of mediums designed to give maximum information exchange. These mediums include:

- 5 Keynote Speakers
- Conference Dinner
- 4 Exhibition Stands
- 3 Concurrent Streams over 2 days
- Conference Sundowner
- 15 Poster Displays

The Role of International Conferences and Events (ICE)

ICE was appointed as the Conference Organiser to professionally manage this inaugural conference, only 6 months before the Conference. This included liaising with all service providers, sponsors, exhibitors, speakers and delegates to ensure a successful outcome was achieved. ICE worked closely with the Organising Committee from project conception to execution to ensure the budget was adhered to while offering a value-for-money conference to attendees.

Rationale/Methodology

The project management processes involved the construction of a detailed critical path, which outlined all the aspects of managing this conference against individual timelines of critical tasks and milestones in the planning process. Monthly meetings and reporting were conducted with the Organising Committee, with regular verbal and written communication outside of the meeting.

Key Achievements and Challenges

There were a number of major achievements, including:

- 6 months out from the Conference ICE was brought on as the PCO.
- Final attendee numbers surpassed the projected figure by 50%, which is a fantastic outcome for an inaugural conference
- 50% more abstracts were received than required for the program
- Excellent post-conference feedback received, with 97% of delegates saying they'd attend the conference again