



Drug and Alcohol Nurses of Australasia 2006 Conference
"Bridging Evidence and Practice"
21st – 23rd June 2006

FINAL REPORT

Four Points by Sheraton, Darling Harbour
New South Wales



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1.0 Overview

Eventcorp Pty Ltd was contracted by the Organising Committee of the DANA 2006 Conference to assist with the coordination and management of this event. Held at Four Points by Sheraton, Darling Harbour, from 21st – 23rd June 2006, the DANA 2006 Conference comprised of a two day conference and a trade exhibition. A pre-conference workshop was also held the day before the conference.

Eventcorp worked closely with the DANA 2006 Conference Organising Committee, which consisted of the following members:

Christine Stephens (Conference Chair)	Wade Norrie
Judith Fraser	Skye O'Donnell
Jennifer Holmes	Jodie Shoobridge
James Mabbutt	Sandra Sunjic

An evaluation form was distributed to all delegates in order to facilitate feedback from the Conference participants. The results of these have been compiled and are outlined in greater detail in Section 13.

Financially, the Conference generated a surplus

2.0 Registration

The Conference hosted 190 delegates. A breakdown of the registration types is as follows:

Super Earlybird Member Registrations	20
Super Earlybird Non Member Registrations	20
Earlybird Member Registrations	28
Earlybird Non Member Registration	29
Standard Member Registrations	18
Standard Non Member Registrations	26
Thursday Registrations	10
Friday Registrations	5
Attended Workshops only	6
Speaker Registrations (Full)	3
Speaker Registrations (Day)	4
Speaker Registrations (Session only)	2
DANA Scholarship Registrations	4
Sponsor Registrations	9
Exhibitor Registrations	5
Additional Exhibitor Registrations	1
Total:	190

Registration Fees were set as follows:

Super Earlybird - (before 17th February 2006)		
Member		\$450.00
Non Member		\$480.00
Day Registration		\$260.00
Earlybird - (before 19th May 2006)		
Member		\$490.00
Non Member		\$530.00
Day Registration		\$285.00
Full Registration - (after 19th May 2006)		
Full Member		\$530.00
Full Non Member		\$580.00
Day Registration		\$315.00

An Event Statistics Report is included as Appendix Two (2). Appendix Three (3) shows a graphed breakdown of the registration types in percentages. A delegate list can also be viewed as Appendix Four (4).

Further registration breakdowns are displayed below:

Table 1 - Registration by State

ACT	NSW	NT	QLD	SA	TAS	WA	VIC	No State Given
8	67	0	12	8	1	1	9	27

Table 2 - Registration by Overseas Country

New Zealand
4

3.0 Speakers Program

The program for the DANA 2006 Conference consisted of plenary, concurrent session and poster presentations as well as a Pre-Conference Workshop. The keynote speakers presented in plenary sessions, and all other speakers presented in the concurrent sessions which consisted of four (4) streams.

The following keynote speakers participated in Conference Program:

Keynote Speakers:

- A/Prof Peggy Compton (USA)
- A/Prof Greg Dore (Sydney)
- Susan Hill (Sydney)
- Joel Porter (NZ)
- Richard Matthews (Sydney)

All Keynote speaker entitlements were negotiated on an individual basis. The standard entitlements included:

- Advance Purchase Economy Class return airfare (for international speakers)
- Two (2) nights complimentary accommodation (for international speakers)
- 1 x complimentary registration
- 1 x ticket to the Conference Dinner

Feedback in regard to the speakers program can be viewed in the evaluation summary in Appendix Five (5).

A Pre-Conference Workshop entitled "Opioid Tolerance and the management of acute pain" was presented by A/Prof Peggy Compton, Peter Athanasos and Prof Charlotte de Crespigny on the Wednesday afternoon. Attendance at the workshop was complimentary for conference delegates. Non-conference delegates could purchase tickets for \$110.00. 50 people registered and attended this workshop.

4.0 Printed Material

Below is a brief on each form of print material used for the DANA 2006 Conference.

4.1 Logo

The DANA Conference logo incorporated a graphic of the Sydney Harbour Bridge, the conference theme -“Bridging Evidence and Practice”, and the conference title - “DANA Conference 2006”. This logo was used on all conference material. The logo graphic was designed by Inovoke.

4.2 Expression of Interest Flyer

A double-sided Expression of Interest postcard was produced for distribution at the Australasian Professional Society on Alcohol and other Drugs (APSAD) 2005 Conference in Melbourne in November. The postcard allowed people to complete and return to receive further information about the conference. A copy of this double-sided postcard can be viewed as Appendix Six (6).

4.3 Call for Papers

The Call for Papers brochure was designed by Inovoke as a 6 page A4 brochure folded to a DL size. The brochure was produced in two colour, incorporating the conference logo and graphic.

The purpose of the brochure was to invite potential presenters to submit an abstract to present at the conference, and also to allow delegates to register at the Super Earlybird rate. 2,000 copies of the Call for Papers Brochure were printed and distributed to the DANA databases. A copy of the Call for Papers can be viewed as Appendix Seven (7).

4.4 Registration Brochure

The next piece of promotional material printed was the Registration Brochure. This ten page full colour brochure was again designed by Inovoke. The document included a draft speakers’ program, keynote speaker profiles, social program, accommodation details, registration and general information. 2,000 copies of the Registration Brochure were printed. A copy of the Registration Brochure can be viewed as Appendix Eight (8).

4.5 Conference Handbook

The DANA 2006 Conference Handbook was provided to all Conference participants. The Handbook was produced as a 36 page document with a full colour cover and mono text inside. Designed by Inovoke, the Handbook included general information for delegates as well as a floor plan, exhibitor listing, full program, and speakers’ abstracts with Author’s Index. 175 copies of the workbook were printed. A copy of the Conference Workbook can be viewed as Appendix Nine (9).

4.6 Information Bulletin

An Information Bulletin was distributed to delegates prior to the event to provide up-to-date information to participants. A separate bulletin was also created specifically for speakers. Eventcorp produced and distributed these Information Bulletins via email. A copy of the Information Bulletins can be viewed as Appendix Ten (10).

5.0 Satchels

The delegate satchel selected for the DANA 2006 Conference was a black Seminar Bag. 175 satchels were ordered. The satchels were overprinted with the Conference logo and DANA logo printed in purple.

Each satchel included the following inserts:

- Conference Workbook
- One (1) Insert from each Exhibitor/Sponsor
- List of Delegates (only included delegates who gave their consent)
- Pad and pen

6.0 Audio Visual

Fairchild Multimedia was contracted to manage the audiovisual component of the DANA 2006 Conference.

Each of the four (4) session rooms were equipped with a screen, lectern and microphone, data projector and laptop. Speakers were advised that only PowerPoint would be available, and that any special audiovisual requests would be at the discretion of the Organising Committee.

To assist in the smooth running of all visual presentations, speakers were requested to send their Audiovisual Requirements Form and PowerPoint presentations to Eventcorp one month prior to the event. Presentations were then pre-loaded onto the laptop ready for each speaker's presentation. Speakers were also asked to check with the audiovisual staff prior to their presentation to ensure that their presentation was correct.

The majority of speakers provided their presentation prior to the conference. For those who did not, presentations were loaded on-site.

7.0 Social Program

In addition to the speakers program, a social program was also offered to delegates and their partners. This included the following:

7.1 Welcome Reception

Wednesday 21st June 2006, 6.30 pm – 7.30 pm

Bridge Rooms, Four Points by Sheraton, Darling Harbour

The Welcome Reception was held the evening before the opening of the Conference to welcome guests and allow delegates to network in an informal and casual setting. The Bridge Rooms at Four Points by Sheraton was selected as the venue because of its relaxed atmosphere, its handy location and spectacular views of the Harbour. The Welcome Reception was open for all conference delegates to attend. Approximately 117 delegates attended.

7.2 Conference Dinner

Thursday 22nd June 2006, 7.00pm for 7.30pm – 11.00pm

Ballroom, Four Points by Sheraton Darling Harbour

The DANA Conference Dinner was held in the Ballroom at Four Points by Sheraton. Pre-dinner drinks were served in the foyer of the Ballroom. Following pre-dinner drinks guests were ushered into the dinner room where tables were set in a 70s theme with bright pink, yellow and orange fur overlays and revolving mirror cones on a square mirror as centrepieces.

A three course alternative drop menu was served. A four hour beverage package was included in the cost of the dinner ticket.

Entertainment was provided by Big Strum, a four piece covers band.

Tickets for the Conference Dinner were not included in the registration fees but were available for purchase at a cost of \$90.00 per person. Approximately 53 guests attended the Dinner.

Comments and feedback on the Conference Dinner can be found in the Evaluation Summaries.

8.0 Venue & Accommodation

8.1 Venue

The DANA 2006 Conference was held at Four Points by Sheraton, Darling Harbour. The conference sessions, trade exhibition, Welcome Reception, morning and afternoon teas and lunches were all held on-site at the Hotel. Service at the hotel was satisfactory.

8.2 Accommodation

Accommodation at Four Points by Sheraton, Darling Harbour and the Hotel Ibis Darling Harbour was offered to delegates at discounted conference rates. All bookings requested via the registration form were arranged by Eventcorp. Prices were as follows:

Four Points by Sheraton, Darling Harbour (4 star – Conference Venue)

Cityside King Room	\$180.00 per room per night
Cityside Twin Room	\$170.00 per room per night
Harbour View Room	\$240.00 per room per night

Hotel Ibis Darling Harbour (3 star)

Pymont View Room	\$165.00 per room per night
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A total of 158 room nights were booked at Four Points by Sheraton, Darling Harbour and six room nights at Hotel Ibis.

9.0 Trade Exhibition

The DANA 2006 Conference Trade Exhibition was held in the Pre-function area of the Ballroom of Four Points by Sheraton Darling Harbour. In order to maximise exposure to delegates all morning and afternoon teas as well as post-lunch tea and coffee were served in the trade area. The Trade Exhibition consisted of 10 trade booths.

Ten (10) companies exhibited in the Trade Exhibition:

- Alcohol and other Drugs Council of Australia
- Australasian Professional Society on Alcohol and other Drugs (complimentary)
- Australian Government Department of Health & Ageing (sponsor)
- ANZCMHN
- Biomed Limited
- Drug & Alcohol Nurses of Australasia (DANA)
- Justice Health
- Reckitt Benckiser (sponsor)
- Schering Plough (sponsor)
- The College of Nursing

Each Trade Exhibitor was entitled to one (1) complimentary networking catering registration, a list of attending delegates, a satchel insert and listing in the Conference Handbook.

Five (5) of the booths were sold at a cost of \$2,000. A cancellation fee of \$1,000 was paid by Unitract. The other five (5) booths were provided as complimentary sponsor booths or as reciprocal booths to other associations. The total revenue accumulated from the sale of trade booths totalled \$11,000.00.

QX were contracted to manage the exhibition.

10.0 Sponsorship

A total sponsorship revenue of \$75,800 was raised for the DANA 2006 Conference.

A breakdown of the sponsorship packages and amounts is as follows:

Conference Supporters

Commonwealth Department of Health and Ageing	\$40,000
AER Foundation	\$20,900

Gold Sponsors

Reckitt Benckiser	\$10,000
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Bronze Sponsor

Schering Plough	\$4,900
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Satchel Inserts

\$1,250

Sponsorship Total:

\$77,050

Exhibition Total:

\$11,000

Grand Total:

\$88,050

11.0 Scholarship Awards

DANA Scholarships

DANA provided complimentary registrations for four people to attend the Conference. The recipients of the DANA Scholarships were:

- Anne Davies
- Patricia Gibbs
- Brian Neal
- Janice Ough

12.0 Conference Secretariat/Registration

On Wednesday 21st June the Registration Desk for the Pre-Conference Workshop was set up in the Ballroom Foyer, where it remained throughout the conference.

Registration commenced at 12.00pm on the Wednesday, prior to the start of the Pre-Conference Workshop. Upon registering for the Conference each delegate received a registration envelope (which included their name badge and function tickets) and a Conference satchel.

Two staff members were on-site during at all times during the Conference and attended all social functions to ensure that everything ran smoothly.

Registration for the conference was available via a hard copy registration form or by registering online via the conference website. Registrations conducted online and manually processed were entered into Eventcorp's Events database.

13.0 Survey Summary

Evaluation forms for the DANA 2006 Conference were distributed on the final day of the conference. 47 delegate surveys were completed for the conference and returned. The results of these can be viewed in Appendix Five (5).

14.0 Observations & Recommendations

The following observations and recommendations have been put forward:

Observation

Delegates were disappointed with the small number of posters on display.

Recommendation

Increase the number of posters and place a greater emphasis on the poster displays. Hold the poster session as a separate session, not just during a lunch break.

Observation

Those new to DANA, the conference or the industry found it difficult to network and meet people.

Recommendation

Schedule a "First Timers" session on the first morning of the conference whereby committee members or those who have been in the industry for a long time can meet with newcomers and introduce them to other delegates.

Observation

Many delegates placed requests for more networking time.

Recommendation

Allocate time during the program purely for networking (ie run a designated session for viewing the trade and networking). Extend the Welcome Reception by half an hour and run a "speed networking" activity whereby delegates must converse with other delegates for two minutes or so and then move on to the next person.
