

Case Study

'We couldn't be happier. From the first conversation with PCB and PCEC we felt Perth was going to be a stellar event.'



PERTH CONVENTION AND
EXHIBITION CENTRE

OPCC19

Event: 2019 Oceanic Palliative Care Conference (19OPCC)
Date: 10-13 September 2019
Client: Palliative Care Australia
By: Inhouse team + Encanta Event Management
Venue: Perth Convention and Exhibition Centre
Theme: Universal Access: Oceans of Opportunities
PAX: 900+



'From their support in the lead up, right through promotions, and preparations, we knew we were in the hands of experts, and their teams took our ideas and turned them into the wow factor.'

Attendees have never been so positive and we couldn't have achieved the success without their support. Thank you for putting 19OPCC on the global stage!

THE CLIENT

The Australian Palliative Care Conference has a long and proud history of bringing together all involved in the delivery of palliative care. However, for the 2019 edition, Palliative Care Australia (PCA) truly expanded their reach with the support of their counterparts from Hospice New Zealand and the International Association of Hospice and Palliative Care (IAHPC). For the first time the conference went international, and to reflect this it rebranded to the Oceanic Palliative Care Conference (OPCC).

As PCA surmised, 'this rebrand not only strengthens the ties between Australia and New Zealand but also provides an opportunity to facilitate knowledge and skills transfer across the Oceanic Region. Together there is a lot we can offer one another in our endeavours to provide quality palliative care as well as making our collective knowledge available to the rest of the world.'

With this inspiring goal in mind, the City of Perth supported by the Perth Convention Bureau and the PCEC were delighted and honoured to be selected to accommodate the first OPCC. The 19OPCC's theme was 'Universal Access: Oceans of Opportunities'.

THE EVENTS

The long-awaited event brought together almost 950 clinicians, researchers, policy influencers and future leaders of palliative care practice spanning over 20 countries – this was an 8.13% increase from their 2017 participation and an 18% increase to initial targets. The program consisted of 300+ sessions in both poster and presentation format over three days.

Each of these highlighted the need to advocate for the universal implementation of palliative care strategy across the globe. The program was tailor-made for the industry and housed an incredible group of people from many different walks of life who shared their lived and professional experiences. Each of these sessions highlighted the need to increase public awareness and funding of palliative care, to ensure all health professionals have palliative care training, and to advocate for palliative care access for all.

In fitting with the theme of equitable access, PCA partners were able to offer supported placement for some delegates.

'PCA was able to offer 40 Australians from rural and remote communities who provide care to our underserved communities attendance at 19OPCC. We're fortunate that with support from our partners we were able to offer discounted registration to international attendees, particularly low-middle income attendees and IAHPCC also supported people from low and middle-income countries to attend and share their experiences with attendees.'

What else made 19OPCC so special for delegates? Well, it's not too often a choir welcomes delegates as they register prior to the opening session. Nor does it usually start the day with group yoga at the Convention Centre. 19OPCC at the PCEC did things a little differently. Some of the other highlights of the Conference included the Dying to Talk Art exhibition, displaying emotive works related to life-limiting conditions.

There was also the release of the Perth Statement – a collaborative conference declaration to advocate for real change and improvement in the delivery of palliative care. But perhaps the jewel of the Conference was the National Palliative Care Awards gala dinner, where the industry's best and brightest were recognised and rewarded for their outstanding contributions to the field.

In summary, 19OPCC saw an impressive increase in delegate attendance, a record number of 348 abstracts (when 200+ was the initial target), a 30% excess in revenue targets for sponsorship and exhibition sales and an increase in international delegate participation from 4.7% in 2017 to 14.5% in 2019.

The new format of 19OPCC provided a truly invaluable opportunity to connect those working in palliative care both domestically and internationally. Having that chance to meet and collaborate across borders can often work wonders towards a common goal - in this case, the goal of delivering quality palliative care for all who need it, where and when they need it.

THE RESULTS

The PCEC is pleased to report this event exceeded many of its targets. The increase in delegates across the board (from rural, national and international audiences) contributed to the success of the event, and the increase in abstracts submitted certainly confirmed that 19OPCC has a bright future ahead.

The PCEC is thrilled to have facilitated engagement, networking and global thought-leading ideas for such a worthy cause at the 19OPCC. We are always proud to support event organisers leading the cause for a better, more equitable world - because we know the thinkers of today are the leaders of tomorrow.

'The PCEC was thrilled to join with our partners at the Perth Convention Bureau and the PCA to assist those attending 19OPCC by facilitating engagement, networking and global thought-leading ideas for such an integral service in the community. We highly commend PCA for bravely broadening their thinking and extending their networks to create a newly energised major biennial meeting for their members.'

