

## **CONVENTIONS/MEETINGS MARKETING**

**2017 Winner:** Society for Simulation in Healthcare

**Entry Title:** IMSH 2017 Conference Marketing Campaign

### **Project Overview/Elevator Pitch:**

The Society for Simulation in Healthcare (SSH) seeks to improve performance and reduce errors in patient care through the use of simulation. Established in 2004 by professionals using simulation for education, testing, and research in health care, SSH's 3,500 members includes physicians, nurses, allied health and paramedical personnel, researchers, educators and developers from around the globe. SSH fosters the improvement and application of simulation-based modalities such as human patient simulators, virtual reality, standardized patients and task trainers.

The International Meeting on Healthcare in Simulation (IMSH) has been managed by SSH since 2006. IMSH attracts 2,500 attendees from 50 countries and 110 exhibitors each year, providing a forum for multidisciplinary healthcare simulation professionals to:

- Experience hands-on practice in simulation
- Gain insight into future trends and new research that will impact the profession
- Build relationships with global professionals
- Support the multidisciplinary arena of healthcare simulation individuals
- Support the international membership of healthcare simulation professionals

IMSH 2017 took place January 28-February 1, in Orlando, FL. The meeting theme, Patients: The Heart of Simulation, was applied throughout the conference, from the speakers to sessions to the graphics.

Gavilan & Associates manages all marketing communication for SSH, and this is the second year their team has managed outreach for IMSH.

### **Project Goals/Objectives:**

To position IMSH – presented by SSH – as the most significant annual gathering of knowledge and professionals in healthcare simulation.

#### **Objectives:**

- To create and test cost-effective, integrated and measurable marketing communication tools that inform all target audiences about the benefits of attending IMSH
- To use strategic and complimentary marketing communication methods that will help increase attendance
- To demonstrate SSH as a leading membership organization for professionals involved in healthcare simulation
- To increase attendance by 5% percent over 2016 (130)
- To increase email open rates and click throughout rates by 5% over 2016
- To introduce IMSH to new attendees

- To demonstrate, through messaging and materials, the experiences attendees would have onsite

**Strategy:**

Orlando is home to some of the largest and most progressive healthcare simulation centers in the country, which offered SSH a prime opportunity to build awareness of IMSH amongst very targeted audiences. The 10-month campaign included:

- Conference logo, which is used every year and updated with date/location
- Development of a conference look based on the theme: Patients: The Heart of Simulation

Messaging based on word pairings identified by the meeting committee:

1. Purpose and Passion
  2. Collaboration and Caring
  3. Values and Vision
  4. Patients and Professionals
  5. Teaching and Translation
  6. Safety and Simulation
- A new microsite ([www.imsh2017.com](http://www.imsh2017.com)), which features video from 2016, facts about attendees, registration, the ability to search for courses by interest and more. The site was designed to give potential attendees a glimpse into the actual experiences they would have onsite
  - Emails, including targeted messaging to members, non-members, previous attendees, never attended, and regional audiences. Emails discussed various topics such as early bird registration deadlines, keynote speakers, preconference and immersive courses, and more
  - Ongoing social media via Facebook, Twitter and SimConnect, SSH's online community platform
  - Facebook ads
  - A save the date postcard that was distributed to 4,500 members, non-members and previous attendees on the East Coast
  - A flyer for distribution at events
  - Communications toolkit for the planning committee
  - Social media icons for committee members, speakers, exhibitors and attendees
  - Promotional video (<https://vimeo.com/153585617>) which was filmed at the 2016 meeting and distributed immediately via email and social media after the conference ended
  - Advertisements in Simulation Spotlight, SSH's online newsletter, and Simulation in Healthcare, SSH's monthly journal
  - Ads for various websites, including SSH's and local simulation centers
  - Outreach to Orlando-area simulation centers as hosts of some of the programming and as partners in promotions

**Success Metrics:**

As of December 29, 2016 IMSH registration was 10% higher than it was at the same time for IMSH 2016, which surpassed the objective of reaching a 5% increase.

Ultimately, 3,447 professionals (including exhibitors) from 50 countries attended.

- The microsite received nearly 15,000 unique visitors and more than 75,300 page views between the launch date of September 6 and December 28,, 2016.
- Email open rates averaged 29%
- Email click-through rates averaged 12-15%
- Two Facebook Ads generated 25,200 total reach and 466 clicks
- Steady growth in Facebook and Twitter followers and posts
- Two Orlando-area simulation organizations assisted with promotion and six hosted preconference or post-conference sessions

**Learn More:****Association website**

[www.ssih.org](http://www.ssih.org)