

## Case Study

### Royal College of Nursing Annual Congress



**Client:**  
Royal College of Nursing (RCN)

**Website:**  
[rcn.org.uk](http://rcn.org.uk)

**Base:**  
London

**Industry:**  
Healthcare

**Project:**  
Annual conference and exhibition

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**Results:**  
Original delegate experience

Bespoke health and wellbeing package relevant to the event, delegates and the destination

Branded conference hall and exhibition

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## From a branded conference and exhibition to sunrise yoga and an after-party



**The annual RCN Congress has a powerful influence on the national healthcare agenda.**

**Delegates come from frontline patient care to learn how to put new thinking into practice and improve hospital routine and emergency care.**

**So it's important to make the experience inspiring and rewarding, and also to show appreciation to the people who take time out to attend.**

### **The challenge**

Congress is one of the biggest events to come to Bournemouth International Centre, booking out all its halls, breakout spaces and open plan areas, and many hotels.

More than 4,000 delegates take part in a packed conference programme of hot topics and debate in the Windsor Hall, and visit the impressive exhibition in the Solent and Purbeck Halls.

There's a separate two-day agenda for students, and more than 80 fringe events running all week in the venue and hotels around Bournemouth.

The conference is webcast live, with Twitter streaming throughout the venue. This time, the equally packed social calendar would include a quiz night and an evening buffet with live bands for 1,200 guests.

*"Long days at a conference and exhibition can be quite exhausting at times, and RCN wanted something extra to make their delegate experience more enjoyable and rewarding,"* says Conference and Exhibitions Manager for BH Live, Sarah Stainer.



### The approach

We worked closely with the event organiser to make all this happen.

A physical activity programme was incorporated into the daily agenda, to help delegates relax before and after a day in congress.

*“Nursing staff spend much of their time caring for other people, so we wanted to give them an opportunity to take time out and look after themselves,”* says RCN conference and events organiser, Rebecca Hoole.

### The result

BH Live operates a number of event and leisure venues in Bournemouth and was able to

use these assets to create a free, programme where delegates could just turn up on the day and join in.

*“We arranged for our health and wellbeing instructors to design and run an inspiring sunrise and sunset beach yoga programme, with brisk power walks along the promenade and extra body balance sessions at lunchtime,”* explains Sarah Stainer.

A team building event can spark interactions that become so much more back in the conference hall.

The RCN health and wellbeing package provided a delegate experience that was relevant to the event and way of thanking delegates for their time. It gave them the chance to soak up some of Bournemouth’s unique appeal

and an extra opportunity to make new contacts.

*“After our congress in Bournemouth, I understand why people like us have events here. It’s a lovely place with a great atmosphere.”* says John Bryant, Royal College of Nursing.

*“Our delegates pick that up right away. They feel good and positive, and that brings positive conference outcomes to take forward.”*

### About BH Live

BH Live is the South Coast’s leading operator of leisure and event venues – a social enterprise that designs and builds engaging experiences to inspire people and enrich lives.

[bhlive.org.uk](http://bhlive.org.uk)