

## BACKGROUND: WHY DID WE HOST A CONFERENCE?

- Childhood cancer crude incidence (2013-2017) was reported as being highest in New Hampshire and the Northeast (Siegel 2018)
- Rates of childhood cancers in the NH Seacoast area raised community concerns about possible environmental causes
- In response, the NH State Legislature set aside funds to explore childhood cancer issues in the Granite State
- This funding allowed a multi-disciplinary team led by the New Hampshire State Cancer Registry (NHSCR) to conduct several childhood cancer projects, including hosting a free and virtual New Hampshire Childhood Cancer Conference on June 10, 2021

## SUCCESSES & CHALLENGES

The conference brought together national experts in diverse fields, as well as a childhood cancer survivors and parents

### SUCCESSES

- National experts in childhood cancer
- All speakers approached accepted the invitation, including Governor Sununu
- 456 Registrants, 348 Attendees
- Evaluations showed knowledge improvement and satisfaction
- Continuing Education Credits
- Childhood Cancer initiatives will help inform cancer priorities moving forward

### CHALLENGES

- Short timeline to organize large, complex conference
  - DH-College subcontract **took 8 weeks**
  - College Procurement process to hire vendor **took 6 weeks**
  - CME/CNE process was complex and time consuming, and DH charged \$2,250 for the service. A nurse had to be involved in the CNE process (Cancer registry CE process was very easy)
- Press release and publicity: difficulty getting engagement from the Geisel press office. Worked with NCCC press office instead. Local news outlets did not pick up the story
- Despite use of conference vendor, the conference was a huge time investment (estimated **209 hours** for NHSCR manager)

## CONCLUSIONS / DISCUSSION: ADVICE FOR FUTURE CONFERENCE PLANNING

- Start planning early, ideally 12 months in advance
- If seeking continuing medical education credits, the CME/CNE process should be started 6-12 months in advance, which is not practical in many scenarios
- If evaluating a conference hosting company, do extensive research in advance and involve your contracts office as early as possible

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NOV/DEC 2020

JAN 2021

FEB 2021

MAR 2021

APR 2021

MAY 2021

JUN 2021

- Contract approval (11/18/20)
- Kickoff meeting (12/15/20)
- Hiring (1/4/21), collaborator outreach & team assembly
- Team consisted of Pediatric Oncologists, representatives from the State of NH, Dartmouth Cancer Center representatives, and NHSCR

- Scope, workplan and deliverables established and refined
- Conference planning began
- Defined tasks & assignments
- 1st organizing meeting
- Outlined speaker time allotments
- Honorarium levels set
- Speakers identified & invited
- Polled speaker availability for conference dates
- Procurement process started for conference vendor

- Solicitation of bids for conference vendor
- Service agreement outlined and iterated
- Outreach to Gov. Sununu's office
- Designed publicity strategy
- Ongoing conference planning weekly meetings (14 total)
- Scope of Work to collaborate with DHMC Oncologists

- Confirmed speakers & set date
- Secured service agreement with conference vendor, Rose Li & Associates (3/5)
- Rose Li bi-weekly meetings
- Registration website development
- Pre-Survey questions solidified
- Accreditation COI distributed to speakers and organizing team

- Save the date sent out (4/2)
- Agenda/speaker bios refined
- Registration website launched (4/15)
- Marketing effort ramp up
- Continuing education credit applications (CME, CNE, CE)
- Additional meetings with survivor speakers
- Polled practice session dates
- Slide template and deadline structure created and circulated

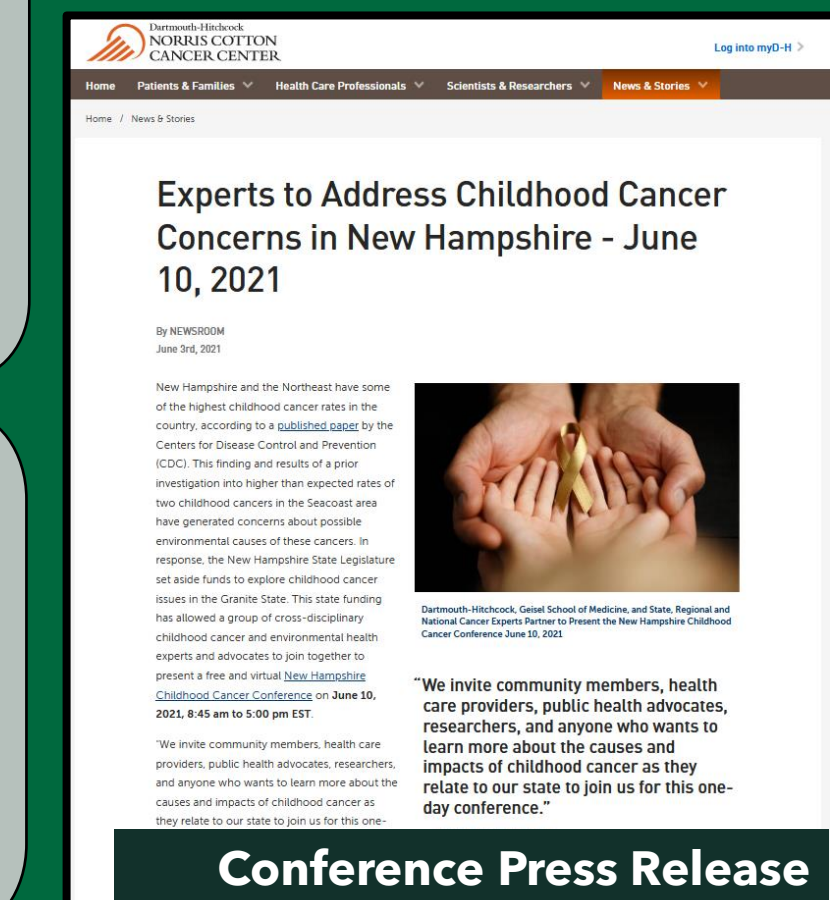
- Confirmed Gov. Sununu's participation (5/24)
- Finalized agenda
- Publicity push
- Slide template outline
- Outlined scripts/talking points for key participants
- Press release process started
- First practice session (5/28)
- Evaluation questions to Rose Li for website
- Refined objectives, structure and draft questions for panel discussion
- Final participant roster due to Rose Li

- Second practice session (6/2)
- Press release published (6/3)
- Final slide deadline (6/3)
- Final Run of Show Agenda
- Final moderator script
- Review of technical logistics, talking points, timing with Governors Staff
- CONFERENCE (6/10)
- Evaluation reminders
- Distributed CE certificates
- CME/CNE process follow up
- Review of conference proceeding write up
- Speaker thank you notes
- Process honoraria for speakers
- Debrief meetings
- Evaluation reminders
- Evaluation data analysis
- 508 Compliance for scientific write up

## METHODS: CONFERENCE PLANNING TIMELINE



Conference Registration Website

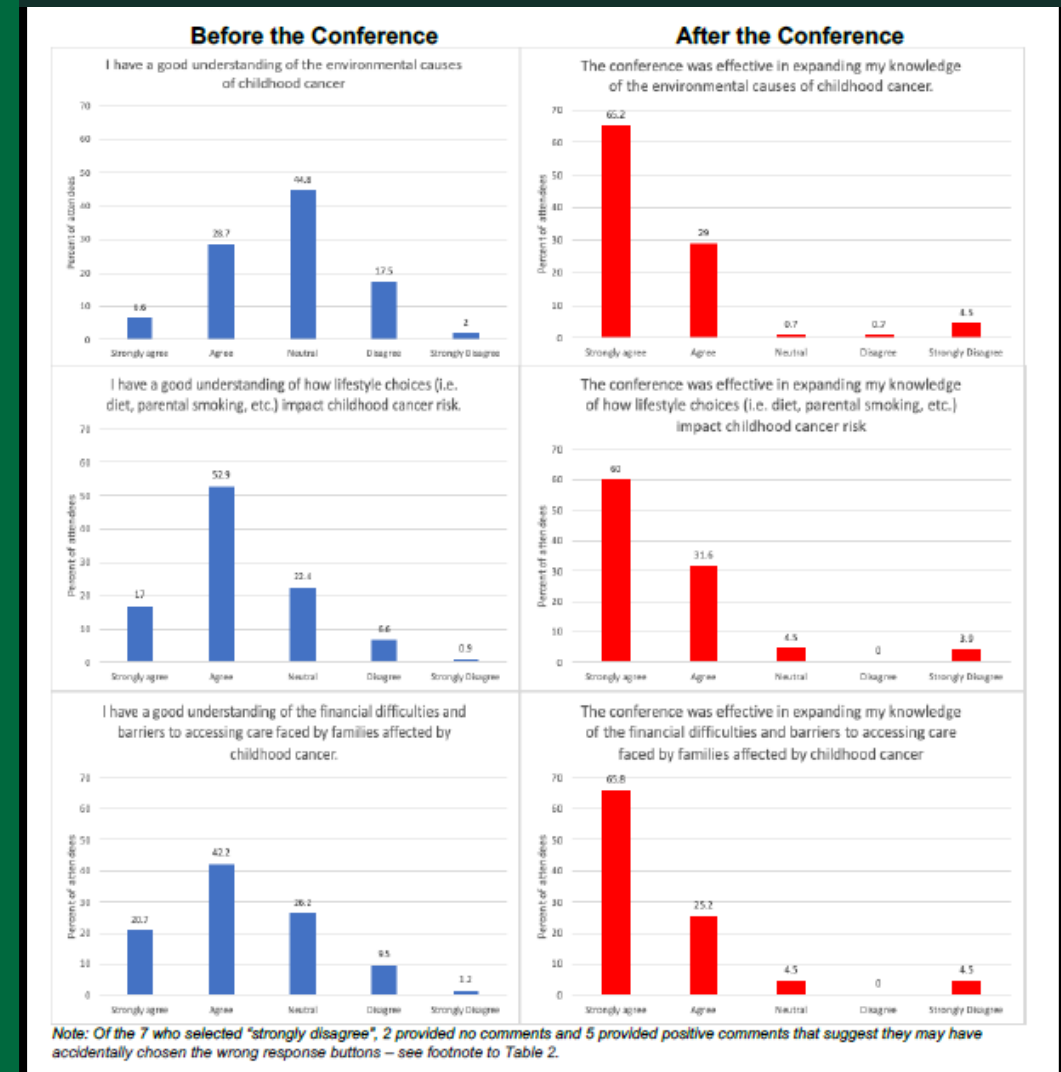


## Conference Vendor Bid Process

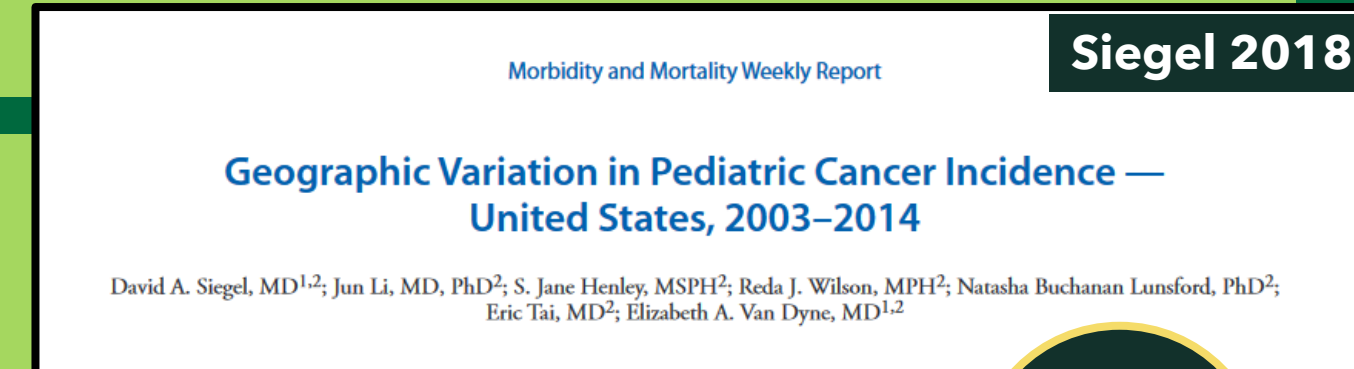
- Reached out to contractors to support technical aspects of the conference
- Started soliciting bids in February - reached out to 7 companies, only one of which could meet our needs, scope and timeline
  - Additional hurdles to secure an agreement with the vendor
  - Price/scope modifications needed to be made to fit the Master Service Agreement into approved amount of \$24,999, as Dartmouth has more stringent contractual requirements for agreements above \$25,000.



Fig. 2: Knowledge of attendees before and after the conference



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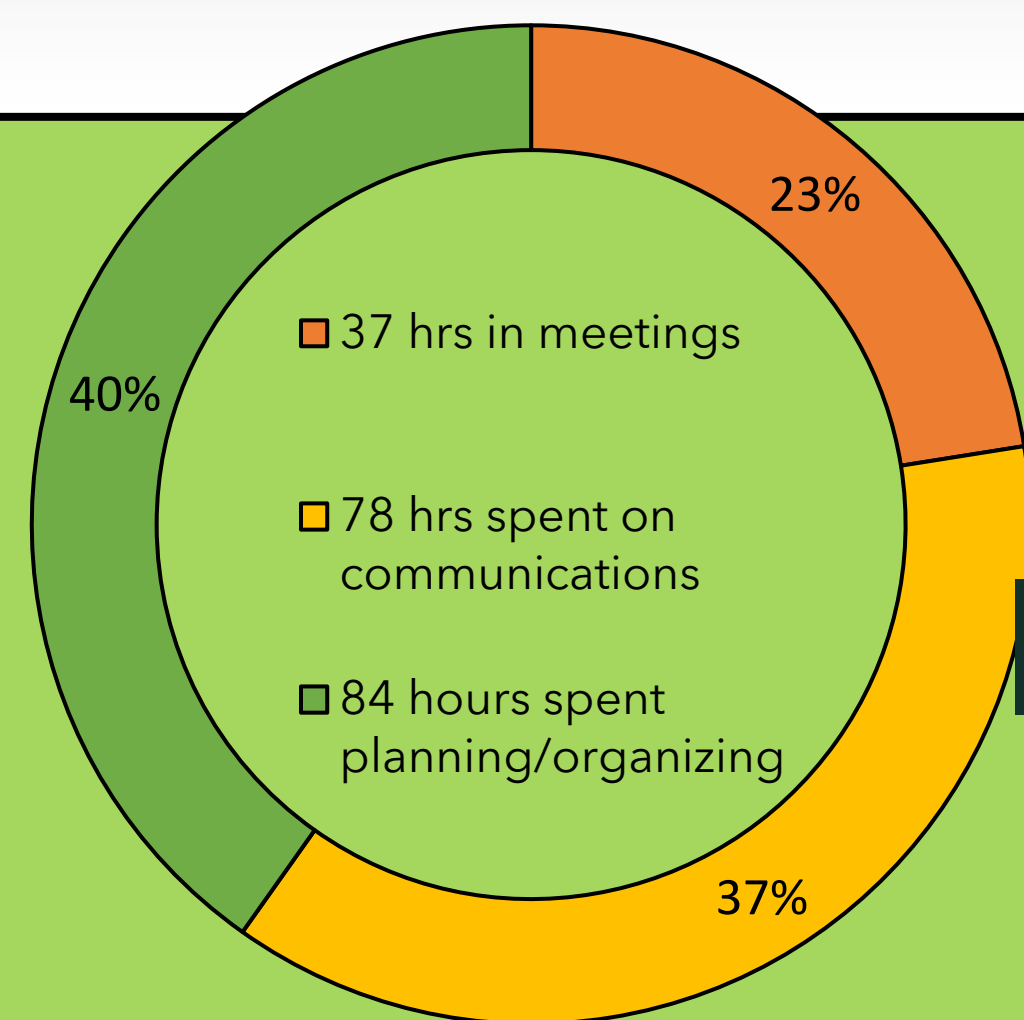
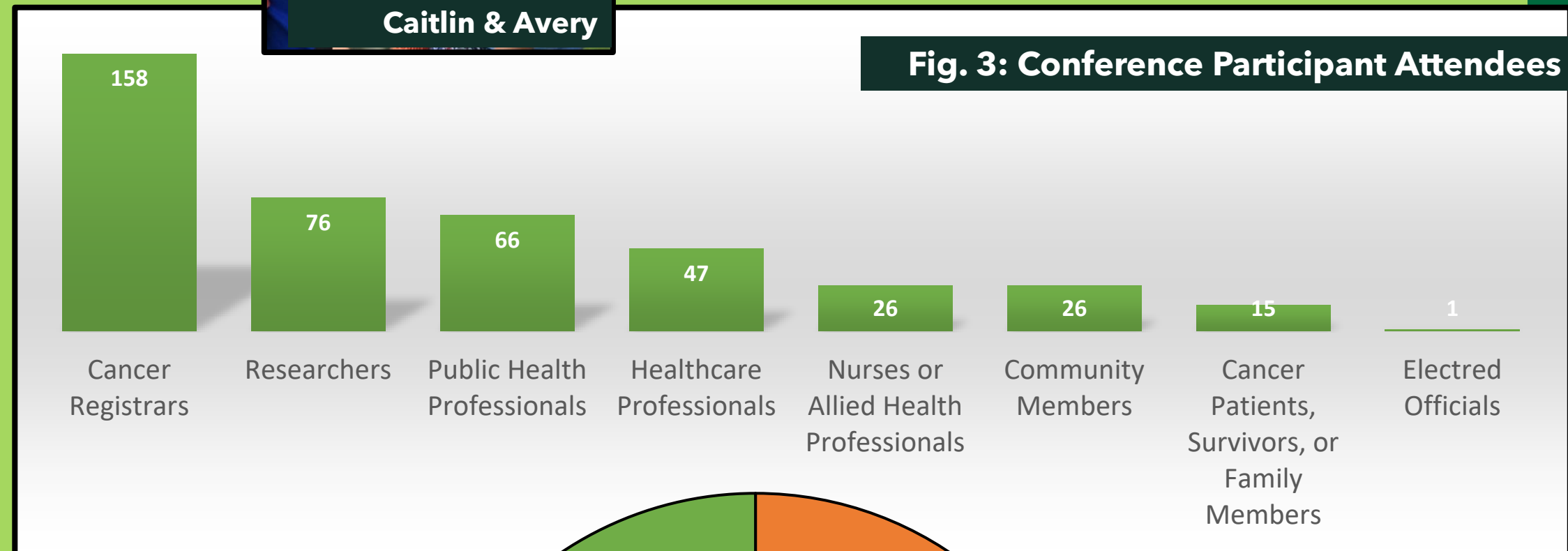


Fig. 4: Hours Spent on Conference Planning