

UNAPSA/BOTSWANA PAEDIATRIC ASSOCIATION 2024 CONFERENCE



BA ISAGO CONVENTION CENTRE
GABORONE, BOTSWANA
06th – 09th AUGUST, 2024



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Summary

- This serves as an end of activity report for UNAPSA/Botswana Paediatric Association's 2024 Scientific Conference held from the 06th – 09th August, 2024 at BA ISAGO Convention Centre.
- The event was a Hybrid event physical set-up of 150 participants including guest, exhibitors and other delegates, and also streaming on a virtual platform to cater for internationals and other local delegates willing to participate online.
- In addition, the team engaged with a number of internationals including VISA facilitation, hotel bookings and making sure they get welcomed in the country
- The event registered delegates from 10 countries including Botswana, Zimbabwe, USA, Cuba, South Africa, Sudan, Nigeria, Kenya, Sierra Leone, Lybia with 90% in Botswana and 10% among other countries
- The participants ranged from MOs, Nurses, Specialists, Social Workers, Nutritionists, Media, Pharma and other sectors and professionals
- The event was well covered by both private and government media houses prior, during and after the event including BTV, RB1, YTV, Duma FM and Botswana Guardian newspaper

BPA 2023 Conference Activities

□ Venue

The conference was held at BA ISAGO Convention Centre after considering other venues and their prices. Other factors included

- the space it offered for all the planned activities and also willingness to provide other complimentary spaces for BPA including Press Conference space that was later on cancelled.
- the venue was also selected due to its proximity to most hotel facilities for the delegates as well as its centred location hence easy accessible by most participants

□ Conference Numbers and Catering

Overall attendance stood at 177 physical participants and 20 virtual attendance across the 3 days of the Conference with average of 100 participants each day. The initial booking was 200 which was reduced to 150 participants after thorough negotiation with the venue.

In addition, pre-conference targeted for 60 participants of which the session registered 52 participants.



Conference Numbers and Catering

DATE	ACTIVITY	NO. ATTENDANCE		NO. CATERING			REMARKS
06/08/2024	Pre-Conference	Physical	52	Tea	40	P 4,200.00	The anticipated number for this session was set at 60 participants as the session had a free entrance. The overall attendance was good.
				Cocktail Lunch	60	P 0.00	
07/08/2024	Official Opening Day 2 Conference	Physical	104	Tea	150		The initial anticipated number of attendance was at 200 and later reduced to 150 with registration of 104 participants captured. Despite this, other members who came through were exhibitors as they started setting up their booths
				Lunch	150	P42,200.00	
		Virtual	15				



Conference Numbers and Catering

DATE	ACTIVITY	NO. ATTENDANCE		NO. CATERING			REMARKS
08/08/2024	Day 3 Main Conference	Physical	95	Tea	150	P42,200.00	Total number for the delegates who checked-in with the visitors management was 95. We made a request with Ba Isago to further reduce the numbers but could not succeed.
				Lunch	150		
		Virtual	20				
09/08/2024	Day 4 Main Conference	Physical	97	Tea	150	P15,000.00	Total number for the delegates who checked-in with the visitors management was 97 and we further requested the venue reduced the numbers and managed for the lunch served.
				Lunch	130	P27,000.00	
		Virtual	20				
	Networking Dinner	Physical	64	Dinner	150	P15,750.00	The initial attendance and numbers captured for the dinner was 64 and later when the proceedings were done, the session received more participants whom missed to register as the service provider already removed the machine from the site.
	Conference Venue Fee					P0,000.00	The initial quoted fee was P10,000 and the team managed to negotiate with the venue hence no cost charged towards the venue
	TOTALS					P146,350.00	Apart from fluctuating numbers, we reduced the initial quote from P152,050.00 to P146,350.00

BRANDING AND ADVERTISING

Different mediums were utilised to advertised the Conference including;

- Emails
- Engaging with key stakeholders
- Social Media i.e BPA Facebook page which was sponsored to boost the reach on regular basis
- The Committee also through Magic Click BW had the following
 - 100 x Branded Colour printed Programmes
 - 1 x Poster
 - 2 x branded tear drops at the main entrance (UNAPSA/BPA)



MEDIA COVERAGE

UNAPSA/BPA Conference received a good media coverage especially with the attendance of Minister of Health – Honorable Dr Edwin Dikoloti officially opening the Conference.

The event was covered as follows;

- RB 1 through Masa-a-sele programme
- BTV Live news coverage
- BW Government page (BTV Online news)
- Botswana Guardian
- Tatediso ya Dikgang
- YTV Coverage
- Duma FM
- Yarona FM



SPONSORSHIPS

- This year's conference received less monetary sponsorships due to short notice on sponsorship requests. Despite that, the event attracted more exhibitors from other sectors like the financial , medical aid i.e ABSA, BOMAID which have not participated before.
- The team made request to over 120 companies ranging from pharmaceuticals, hospitals, insurance, legal, banking, courier, emergency services.
- In addition, Ministry of Health offered support in terms of delegates of which most facilities did not manage to send delegates due to budgetary constraints.
- In addition, the Association received support and sponsorship of a number of delegates from different members of Paediatric profession/industry.
- Conference managed to host 14 exhibitors as opposed to 15 who confirmed
- Detailed sponsorship information is reflected in the financial report attached.



BPA CONFERENCE TREND ANALYSIS

- Since the inception of the organisation, BPA has realised a tremendous growth in terms of its participation, membership and sponsorship in its annual Conferences. This is due to its consistent of hosting yearly conferences that has entrusted its partnership with its customers and stakeholders.
- Since the past year, the association has not been making intended profits in hosting the Conferences due to the below reasons;
 - Change of venue i.e SKMTH have been offering the venue for free
 - Reduction in attendance of Ministry of Health delegates due to two main reasons, budgetary constraint from their facilities despite reduced attendance fee and late communication in terms of invitations.
 - Companies, especially pharma industry participating at an exhibition level due to late communication hence not being able to meet their sponsorship request standards
 - Limited time and platforms to spread the message.

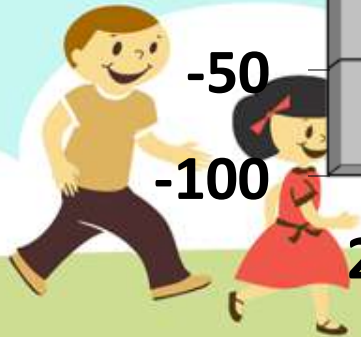
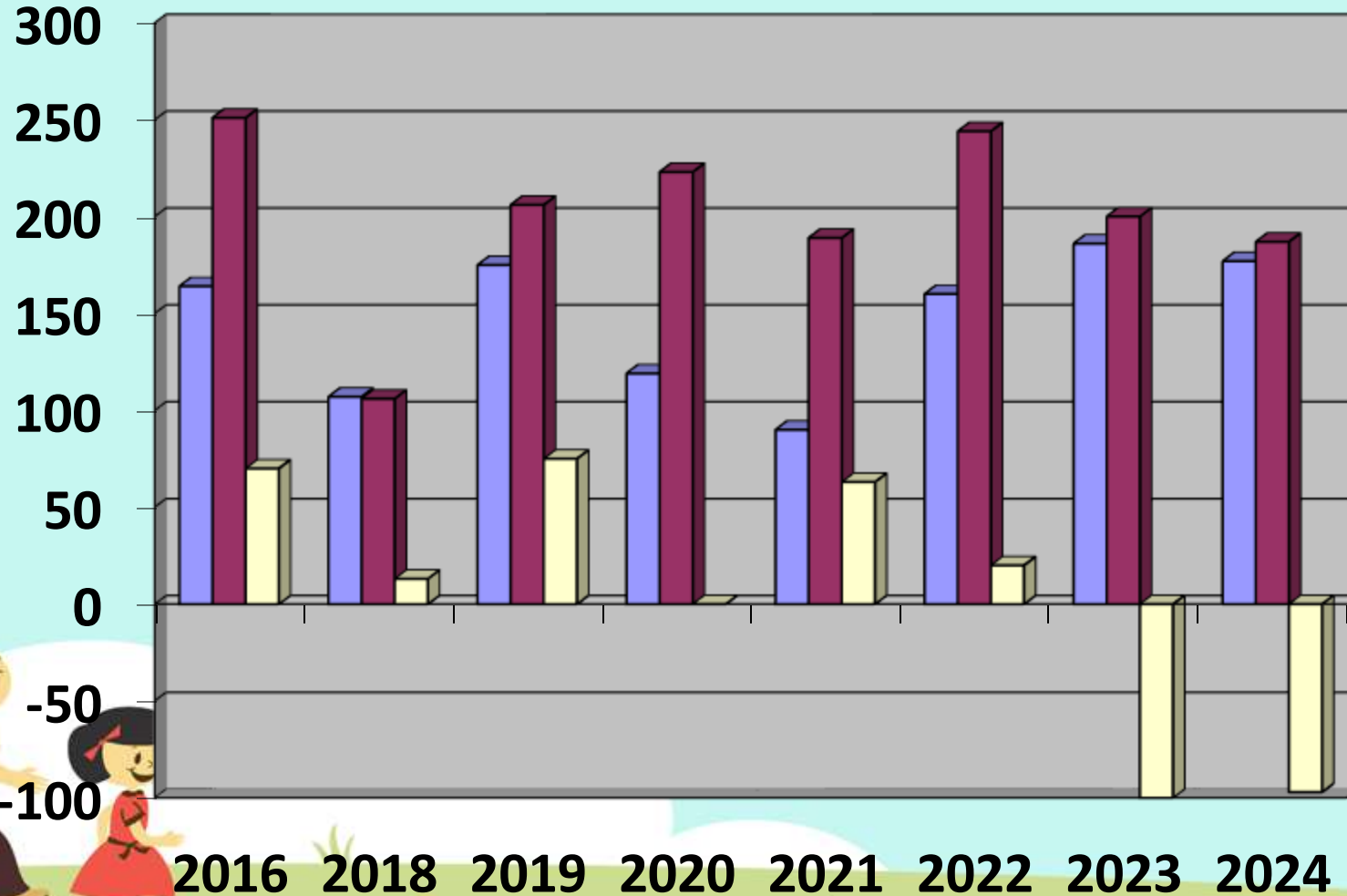


BPA CONFERENCE TREND ANALYSIS

- The below graph is an illustration of how BPA Conference has grown in terms of participation, sponsorships and profits realised from such Conferences. Note should be taken on the following;
 - Sponsorships is plotted in (Thousands) i.e 2016 we realised the highest sponsorship of atleast P251, 000.00 due to collaboration with international organisation
 - Profits/loss is plotted in (Thousands) i.e 2016 is noticeable to have realised a much larger profit of atleast P 70,000.00
 - Delegates is plotted in (Hundreds) i.e 2023 is the year that we reached the highest number of participants at 186 followed by 177 people attending the Conference physically in 2024 and 20 on a virtual platform.



Trend – Attendance and Sponsorships



Analysis

It is imperative to note that participation in terms of the sponsorship and delegates is dependent on certain factors such as;

- **Duration in terms of preparation of the Conference**
- One example in this factor is sponsorship i.e most companies requires BPA to make request atleast three months prior to the date of the Conference due to their internal processes. In addition, it is advisable to plan ahead and announce the next date immediately at the end of each Conference with companies so they incorporate the Conference sponsorship in their budgets as they do budgets around January of each year.
- Despite the Committee having set the date for this year's Conference, the organisers were engaged only 2 months before the day of the Conference hence encourage the Association engage with sponsors on time for budgeting purpose.



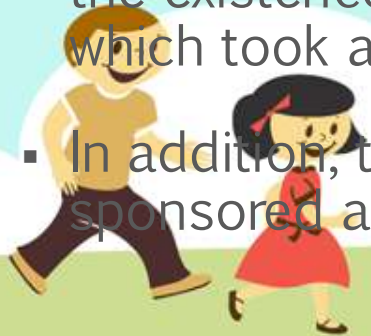
Analysis

- **Consultation with Ministry of Health and Wellness for Delegates**

- Most of BPA delegates are from Ministry of Health and Wellness facilities including Hospitals, DHMT and other facilities hence communication to its Headquarters needs to be done at the earliest possible time to allow further communication for out of town facilities.
- Due to budget limitation from the Government in general, less numbers were sponsored for this year's Conference which negatively affected income from sales of conference fees. In addition, mobilisation was conducted late hence affected participants on issues of processing imprests and any other travelling arrangement matters.

- **Website and other Social Media Platforms**

- The team realised the launch of the new website last year which we all believed it would amplify the existence of the Association, but we realised a set-back due to license expiry of the website which took a bit long to be renewed for the organisers to utilise the platform.
- In addition, the Facebook page was not fully utilised as opposed to the past year i.e only 1 sponsored ad this year as opposed to 3 sponsored ads last year including creating an event



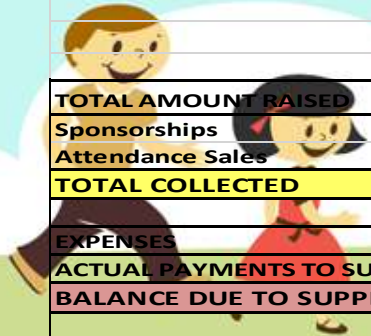
Recommendation

- Due busy schedule of ExCo members, we recommend a contract arrangement (1 to 2 years) for the organiser to keep the Association active throughout the year i.e managing social media platforms, organising small fundraising activities, mobilising sponsors well on time to fund the big Conference
- In a case where organisers are engaged per event, it is recommended that atleast 6 months is set to start preparations i.e allows timely communication to key stakeholders, completion of programme and awarding of CPD points before the main event
- Share formal request letter indicating tentative date of the next event to different companies, atleast a year before the event.



2024 Financial Report

FINANCIAL REPORT - BPA 2024 CONFERENCE							
ITEMS	Expense	Suppliers - PAID	Outstanding	Companies	Tentative	Paid	Remarks
4 Day Conference Venue	146 850,00	70 000,00	76 850,00				
Entertainment	5 000,00	5 000,00		Pharma Vision	-	8 000,00	
Stage & Lighting	18 000,00	18 000,00		Diagnofirm	-	13 000,00	
Shell Schemes	30 825,60	32 661,00		CosPharm	-	8 000,00	
VIP Set-up /Dinner	7 200,00	7 200,00		JP Biochem	-	15 000,00	
				ABBVIE	-	8 000,00	
				MRI	-	8 000,00	
Conference Support Package				Bokamoso Pvt Hospital	8 000,00	-	Following up
Event Visitor's Management	6 050,00	6 050,00		Norvatis	8 000,00	-	Issued Invoice
				NesBo	-	6 000,00	
Graphic Design	20 215,62	20 215,62		Orthosurge	-	8 000,00	
				Harvard	-	5 000,00	
Others				Bradley Research	-	10 000,00	
Bottle water	2 800,00	2 800,00		BOMAID	-	8 000,00	
Certificate Frames				ASSURE WEALTH	8 000,00	-	Following up
				ABSA	-	8 000,00	
				Sidilega Pvt Hospital	-	4 750,00	
Event Coordination	45 902,10		45 902,10	University of Pennsylvania	-	5 000,00	
				Leading Edge Markets	-	8 000,00	100 Lanyards
				Orthosurge Pharma			Pens, note pads, wines - P 12,000
	282 843,32						
				TOTAL AMT SPONSORSHIPS	24 000,00	122 750,00	
							INDIVIDUAL TICKET SALES
				Cash	-	9 100,00	
				GPO	12 350,00		
				cheque/EFT	-	18 050,00	
				TOTAL AMT TICKET SALES	12 350,00	27 150,00	
					36 350,00	149 900,00	-
							TOTAL COLLECTED/PAID SO FAR
						186 250,00	
TOTAL AMOUNT RAISED							
Sponsorships	149 900,00						
Attendance Sales	36 350,00						
TOTAL COLLECTED	186 250,00						
EXPENSES	282 843,32						
ACTUAL PAYMENTS TO SUPPLIERS	161 926,62						
BALANCE DUE TO SUPPLIERS	120 916,70						
TOTAL PROFITS	(96 593,32)						



Conclusion

Despite all the set-backs faced, especially in term of preparatory timeframe, the Conference generally was a success with no significant challenges experienced during the days of the event. It is worth noting that since the past years we both realised;

- Annual events growing from 90 to close to 200 attendance in the past 8 years
- Increase in membership from 30 to close to 60
- Introduction of new sectors within the main health sector BPA is operating from ie internet providers, financial, medical aid, insurance
- The launch of the new website and active Facebook page

With the evident growing numbers, we are positive that BPA will continue attracting more participation and partners due to the consistency it maintained in hosting its Annual Conference.

It is with no doubt that 360 Events Affair and its partners has gained a lot of exposure and experiences that comes with hosting BPA conferences hence with that, we say THANK YOU and really appreciate the committee for entrusting the growth of the organisation with us.

Thank you once more for this great opportunity and as always, we looking forward to work with BPA Family once more and feel honoured to have worked with you for past years.

