



Points of Interest... *Hosting a Conference*

CHAPTER: Northern California

Event: 10th Annual Geriatric Update: "Optimizing Care"

Date of Event: 2/7/15 **Time Event Held:** 8:30-4:00 **# of CNE's:** 5.25 with 1.9 Pharm

Location: Kaiser South San Francisco Medical Center

of Attendees: 62 **Registration Fee:** \$60 member \$75 non-member \$35 student

of Exhibitors: None **Exhibitor Fee:** n/a

of Sponsors: none **Un-sponsored/Sponsor Levels/Fees:** n/a

of Speakers: 4 **Speaker Fees:** \$250.00 each

Registration Process: Paper **Payment Process:** Checks sent by mail.

Why that company? Were others researched?: Our Chapter has chosen to be free of sponsors or pharmaceutical company interests.

Marketing venues:

1. Email announcements to members
2. Letters to attendees of our prior conferences who are not NCCGAPNA members
3. Posted announcement on the NCCGAPNA website
4. Faculty contact at Bay Area University APRN Programs (University Outreach)
5. Announcements at Bay Area CANP Chapter Meetings
6. California Association for Long Term Medicine (CALTCM) Newsletter – CALTCM Wave

Costs: Postage, stationery – \$224.85; Speakers – \$1000.00; Food – \$742.35; Coffee service – \$89.00;
CNE associated costs – \$ 263.62.

Total Expenses: \$2,319.82

Revenues: \$3,785.00

Net Profit: \$1,465.18

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Things you would change or do differently next time:

- **Outreach:** make sure each student attendee is approached by one of the committee & made to feel welcome, designate “Student” on name tag to ID these individuals.
- **Communication with speakers:** one speaker did not meet deadline to get Educational Design Outline back to CNE coordinator - email reminder went to spam. Re-evaluate system of who and how to contact speaker in case issues arise.
- **CNE application:** ANNA forms changed at the end of September and CNE coordinator had to redo application as the application had already been started and CNE coordinator was unaware of the new forms.
- **Speakers:** Provide better microphone. Hold questions until end of each presentation. “Parking lot” or index cards for questions
- **Registration:** We are looking into online registration possibilities for 2016 or possibly a pay pal account.

Things that went smoothly:

- **Venue:** Provided free by Kaiser.
- **Registration:** Overall, registration smooth. *One member’s check was returned for insufficient funds due to the date the check was deposited exceeded the member’s bank 90 day limit. This was corrected by the registrant upon request.
- ****Utilization of a Conference Planning Checklist:** Helps to keep people on track by providing timelines, deadlines and designations for who on the committee is doing what.

Other/Comments:

- We provided breakfast snacks, coffee service & catered lunches for attendees. One hour was scheduled for lunch and networking.
- Conference topics included:
 1. Use of Opioids in the Elderly
 2. Parkinson’s Update
 3. Assisted Living Today: Title 22 and the NP
 4. Diabetes Update: Case Study Approach in the Elderly
- Attendee evaluations were overall very positive
- Copies of the Conference Planning Checklist and our Conference Flyer are included with this report.

Who can be contacted with questions: Deborah Wolff-Baker – Chapter President;
Julie Dutton – Conference Planning Chairperson

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