



English Community Care Association, 2008 Conference & Exhibition, Mind the Gap!

The English Community Care Association (ECCA) is the country's largest representative body for independent care homes. Each year ECCA holds a national conference at which care home providers can hear presentations from leading figures in Government, regulation and commissioning and debate the key issues of the day. The event also includes an exhibition and seminar programme in which commercial organisations can display their products and services.

The brief

In 2008, for the second consecutive year, RWP was briefed to organise the conference at a major London venue, attract an audience of at least 250 delegates, and arrange an exhibition area for organisations interested in selling to the sector.

The solution

To reinforce the Conference theme of the disparity between the Government's vision for social care and the money available to fund it, the title 'Mind the Gap! The future of care', was adopted. A distinctive, specially created logo, which appeared on all activity, tied the different strands of activity together and enhanced the overall campaign impact.

Promotional activity to generate delegate numbers was spearheaded by a highly visible, yet cost effective multi-media campaign using advertising and PR in the key sector trade publications. The campaign also used e-marketing and the internet to further build awareness. A parallel campaign targeting potential exhibitors deployed a similar mix of media. RWP's input included design and production of the delegate brochure and signage for the event itself.

The result

The conference attracted over 280 delegates, a 10% increase on 2007, including senior management from the leading national care home providers, owners of single care homes and small local groups, plus representatives from government and regulatory bodies. Over 25 companies booked exhibition stands and generated a 20% increase in sponsorship revenue for ECCA from its commercial partners. The event was also widely acclaimed by delegates, speakers and sponsors alike as the most successful sector conference of the year.