



# Putting on a Conference

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# Why???

- Fill a need for education
- Make a profit
  - Small
  - Large
- Member recruitment

# Who is your audience?

- Emergency Department Nurses
  - Adult
  - Pediatrics
  - Large Facilities
  - Rural Facilities
  - Others, i.e. Critical Care, Paramedics, Students, etc.

# Choosing the Event Type

- Webinar
  - 1-day event
  - Multi-day event
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- How many CEU's will determine length & cost
    - 1 CE = 60 minutes



# Locations

- Contracts/Pricing
- Seating, tables
- AV equipment
- Accessibility/Traffic
- Parking
- Vendor area
- Food service



# Dates/Times

- National, State, Local Education or Meetings
- Other big events- sports, concerts, etc
- Consistency with dates
- Length of conference should be considered



# Assigning Roles

- Spreadsheets are your friend!
- Assure those in the role are accountable
- Assign roles based on strengths/contacts
- Keep in touch and set deadlines for assignments



# Registration/Conference Tech

- Webinars:
  - AnyMeeting, Webex, AdobeConnect, GoToWebinar
- Registration:
  - Constant Contact, Eventbrite, 123 Formbuilder, Anyvite



# Vendors

- Where to find vendors
  - Hospital contacts
  - Hospital Education Fairs
  - National Conferences
  - Other nursing organizations
  - Network!



# Vendors

- What vendors are looking for
  - Designated face time with attendees
    - Venderopoly/Vendor Passport
  - Contact information of attendees
    - Be sure to check your Bylaws/P&P/SOPs to see what is allowed
  - Most bang for the buck!



# Speakers-Selection of Topics

- 'Hot Topics'
- T-BON required education
- Educational survey
- Evaluation comments
- Suggestions
- Area assessment
- Speaker



# Selection of Speakers

- Topic
- Expertise
- Draw
- Ability
- Availability
- Effect
- Cost/Honorarium



# CNE Staff Responsibilities

- Identify accreditation organization
- ENA required – 2 staff
  - Nurse Planner
    - Adhere to ANCC guidelines
    - Read ANCC ‘Integrity Statement’
    - Ensure speaker / lecture integrity
    - Knowledgeable about CNE process
  - 1 additional planner

# CNE Process

- Pre-conference
  - Obtain required documents
  - Obtain Nurse Planner approval
  - Meet advertisement requirements
  - Complete the application
  - Submit application on time
  - Revise documents, as required

# CNE Process cont.

- Conference
  - Monitor 'Participant Roster' – (sign-in sheet)
  - Distribute required attendee documents
  - Maintain integrity of the CNEs
    - Monitor courses
    - Respond to complaints
    - Collect completed evaluations
    - Distribute CNE forms
    - Collect completed 'Participant Rosters'

# CNE Process cont.

- Post conference
  - Submit to ENA
    - Post Course Summary
    - Post CNE Application Evaluation
    - Final Disclosure Handout
    - Final Commercial Support Agreements
    - Participant Rosters
  - Maintain completed CNEs
    - 6 years
    - Indefinitely



# Marketing

- Social Media

- Facebook

- Twitter

- Instagram



- Email blasts

- Flyers

- Word of Mouth

- Repeat Attendees



# The Fun Things Matter!

- Prizes
- Bingo pull
- Games
- Themes/Decorations
- Photo booth
- Slideshow with pictures of past events between breaks
- Annual Collectors Pin
- Special event: Life flight tour, Human Trafficking bus tour



# Resources

- ENA Application and Approval Process  
*<https://www.ena.org/education/cne-application-and-approval-process>*
- American Nurses Credentialing Center  
*<https://www.ancccert.org/>*
- ENA CNE Office:
  - Mary Ellen Doherty, Nurse Peer Review  
Leader and Hayley Fensler  
cne@ena.org  
(847) 460-4072

# References

- EDUCATIONAL NEEDS ASSESSMENT ...  
<https://www.janssentherapeutics-grants.com/sites/.../Needs%20Assessment%20Guide.pdf>

# Questions



**Curiosity: Not just bad for cats.**

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