

RCEM's annual flagship conference programme strategy

The document outlines the strategy for planning the content and programme for RCEM's annual flagship conference. This world-leading conference is aimed at the emergency medicine community in the UK and internationally.

The primary goal of the conference programme is to offer a broad, well-rounded educational and CPD experience, to a diverse audience, which spans across key aspects of EM practice: research, clinical, management and teaching.

Key objectives:

- Provide cutting-edge clinical knowledge to enhance clinicians' practical skills, knowledge and decision-making on the shop-floor
- Foster interest, enthusiasm, and engagement with emergency medicine research, offering insights into new and upcoming studies, evidence-based practices, and clinical trials.
- Support continuous professional development (CPD) by incorporating innovative teaching methodologies and leadership skills.
- Highlight the management and leadership aspects of emergency medicine
- Create an engaging and dynamic conference experience that encourages networking, collaboration, and knowledge sharing among EM professionals globally.

Presentations styles

To create a dynamic and engaging conference experience, the programme should include a mix of presentation formats. These formats will help to cater to various learning styles, and facilitate engagement with the material.

Lecture based presentations

This is a traditional presentation with a speaker presenting information, research or insights using slides to support their points. This format is structured and offers a good way to convey knowledge or expertise, but does not lend itself to much audience engagement.

An individual speaker question and answer session can follow a lecture based presentation.

Interview style discussion

This involves a chair or moderator asking a speaker a series of questions in a structured or semi-structured format. This format allows for a focused conversation on specific topics, with the speaker sharing their insights, experiences, and expertise, while the chair / moderator guides the flow of discussion to engage the audience.

Fire side chat

This is an informal, conversational session between a chair or moderator and expert speakers, aimed at engaging the audience in a relaxed and approachable manner. It focuses on personal stories, insights, and thought-provoking discussions, creating an intimate atmosphere for deeper understanding.

Panel discussions

Panels should include experts from various disciplines, offering a multi-perspective approach to complex topics. It encourages audience interaction through Q&A sessions and live polling to ensure engagement and facilitate debate.

Panel discussions should be limited to a maximum of four speakers, but ideally three, to ensure all speakers have the opportunity to contribute meaningfully to the discussion. The chair and moderator should ensure that no one voice dominates the discussion and all speakers are given the opportunity to talk.

Interactive case presentations

This involves clinicians presenting cases to the audience, followed by collaborative problem-solving. These sessions should be designed to encourage active participation, with the audience offering suggestions via polling, and asking questions.

Live demonstrations and simulation

Interactive demonstrations of clinical procedures, or new technologies. These sessions include the use of on-stage simulation with equipment and other team members for a more immersive learning experience.

Lightning talks or short presentations

These are short, focussed presentations (5 – 10 minutes) that cover a single topic or idea. Short presentations help keep the audience's attention and can help cover a wide range of topics, or different aspects of the same topic quickly. There are other short presentation styles that can be employed such as PechaKucha where 20 slides are shown for 20 seconds each (6 minutes, 40 second presentation in total). This encourages a concise and visually engaging presentation.

Debate

A debate with speakers presenting for two opposing sides of an argument can offer interesting insights and audience engagement via a vote at the end to see which argument has won.

Engagement strategies

It is essential that delegate engagement, and the EM audience, remains central to programme. This engagement can be done in a variety of ways.

Use of technology to enhance participation

The virtual event platform that will be used throughout the conference offers various interactive tools that should be utilised. This includes, the ability to have challenges across the event linked to points with a leaderboard, asking questions to speakers, participating in polls, and interacting with other delegates.

Talks and sessions having an audience centric approach

Chairs, moderators and speakers can actively involve the audience in discussions, asking for questions, feedback, opinions, case-scenarios, and physical engagement through movement. They can also encourage collaboration through promoting discussions in networking breaks.

Incorporate diverse speakers

By featuring a broad range of speakers from different backgrounds, the audience hears different perspectives, experiences and career paths. RCEM has a diverse membership and based on past conference feedback we know they do not want to see a homogenous group of speakers throughout the programme.