WSAVA/FECAVA/BSAVA Congress, 11-15 April 2012.

This year the British Small Animal Veterinary Association is proud to host the WSAVA/FECAVA/BSAVA Congress. This will include the world’s most impressive selection of speakers, a huge variety of subjects for vets, nurses and practice staff, plus a superb exhibition and social programme.

In 2011 there were more than 8000 visitors, including exhibitors. There were 5,816 delegates (an increase by 15% on 2010), including a record-breaking 634 visitors from overseas, with more than 50 countries represented. This figure is expected to rise when the BSAVA hosts the World Congress in 2012.

WSAVA / FECAVA / BSAVA World Congress 2012

- The programme includes over 300 lectures presented by world-class speakers, covering a wide range of topics, see the programme at www.bsava.com/congress
- The programme features interactive sessions, Controversies, How to… lectures, Management Streams, the WSAVA lectures, the FECAVA Symposium and Masterclasses
- Provides for all levels and abilities of veterinary practice staff and includes extended management streams
- The largest veterinary commercial exhibition in Europe with over 270 exhibitors, covering 2 floors and an area in excess of 2,600 m² with all the latest innovations and industry expertise
- Amazing social events including the wonderful World Congress Welcome Reception, World Congress Welcome Evening (a taste of Britain), fine dining at the Congress Banquet, an the unbeatable Party Night
• Centrally located in the UK - Birmingham has its own international airport and is one of Europe’s most cosmopolitan cities, with wonderful shopping and entertainment, plus close to ‘Shakespeare country’ and some of the best of British countryside
• WSAVA and FECAVA members can register at the discounted BSAVA member rate.

August 2011
Report from BSAVA Congress Committee

Andrew Ash BSAVA President
Mark Johnston Vice President and PRO

John Williams Congress Committee Chair
Sorrel Langley Hobbs Programme Committee Chair
Ian Ramsey Programme Committee Vice-Chair
Steve Tasker Congress Committee Vice-Chair
Paula Bailey Exhibition Chair
Farah Malik Social coordinator
Allison van Gelderen Social
Julie Cayzer Social
Paula Hotston Moore Steward Coordinator
Cath Edgar Deputy Steward Coordinator

Alison Phipps Congress Manager, BSAVA
Holly Charlton Exhibition Coordinator, BSAVA
Kay Pringle BSAVA Marketing Manager,
Stephen Torrington General Manager, BSAVA.

Registration
Registration for World Congress 2012 opened on 1st August 2011
We expect numbers to exceed those that BSAVA Congress achieved in 2011
A special reduced rate has been set for WSAVA and FECAVA emerging countries, to encourage their participation in this key educational event.
At the end of January 2012 we already had over 3,500 registrants

<table>
<thead>
<tr>
<th>FIGURES FOR BSAVA CONGRESS 2011</th>
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</thead>
<tbody>
<tr>
<td>Whole of Congress</td>
</tr>
<tr>
<td>Vets 1838</td>
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<tr>
<td>Students 92</td>
</tr>
<tr>
<td>Nurses 412</td>
</tr>
<tr>
<td>Sub-total 2342</td>
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<tr>
<td>Exhibitors 2823</td>
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<tr>
<td>Total 5165</td>
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Exhibition
A very successful meeting and lunch with all our potential sponsors was held in June 2011. It was clarified at this meeting that all sponsorship opportunities would be allocated equitably according to BSAVA’s own SOP and that there would be no prime sponsor for World Congress 2012.

The exhibition is at the National Indoor Arena in Birmingham and will use both the arena floor and the concourse level. This year BSAVA have sold more space to commercial exhibitors than ever before.

As of 31st January 2012 Exhibition Figures stood at:

**ACTUAL BOOKINGS**

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<tr>
<th>STAND SIZE</th>
<th>STAND DIMENSIONS</th>
<th>OPEN SIDES</th>
<th>TOTAL STANDS</th>
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<td>Total Shell Scheme Stands Sold</td>
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<td>Total Space Only Stands Sold</td>
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<td><strong>STAND TOTALS</strong></td>
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This is 163m² more than 2011
All Space Only stands have been allocated stand location and sponsorship items

Social Programme

Wednesday – evening
- Welcome Drinks Reception in the ICC Mall to precede the Opening Ceremony
- Opening Ceremony to include the WSAVA and FECAVA Awards,
- Followed by a “Taste of Britain” Welcome Evening with the popular band ‘Hot Jazz Biscuits’ and the unique Welsh Male Voice Choir – ‘Only Men Aloud’.

Thursday – day/evening
- BSAVA VIP Reception
- BSAVA Awards
- BSAVA Lecture – Professor Lord Robert Winston, Professor of Science and Society and Emeritus Professor of Fertility Studies at Imperial College London
- Canapés and Drinks with the Exhibitors at the NIA – open to all delegates
- Speakers Reception

Friday – evening
- WSAVA Presidential Cocktail Party
- Congress Banquet Fine Dining for 900 participants followed by a live band

Saturday – evening
- Party Night
  Comedy club with Fred Macaulay, Greg Davies and Simon Evans
  The popular UK singer from X-Factor – Olly Murs
  Disco

Sunday – day
- BSAVA AGM
- Closing Ceremony followed by Farewell drinks

Scientific Programme
- The programme includes over 300 lectures presented by world-class speakers, covering a wide range of topics, see the programme at www.bsava.com/congress or via the BSAVA app for iPhone and Android.
The Congress Proceedings are also available online or via the BSAVA app

The programme features interactive sessions, Controversies, How to… lectures, and Masterclasses, the WSAVA Lectures and the FECAVA Symposium

Provides for all levels and abilities of veterinary practice staff and includes extended management streams

Marketing and Publicity
Promotion for WSAVA/FECAVA/BSAVA Congress 2012 – An Overview

Executive Summary
Promotion of the 2012 WSAVA/FECAVA/BSAVA Congress began even before the Association’s 2011 event; creating the branding, establishing an online presence, allowing web visitors to sign-up for advance information, creating at-event promotional material, and referencing the international nature of 2012 in marketing collateral for the 2011 event. We were determined to make sure that our profession worldwide was aware that 2012 was going to be an extra special event – one not to be missed.

Indeed, there was a real ‘buzz’ during our 2011 conference amongst exhibitors, delegates, and the press, about 2012. So subsequently we have aimed to maintain that excitement using a coordinated approach to offline and online marketing.

Advertising
BSAVA has increased its advertising spend for promotion of 2012, identifying key publications, mostly in the UK. We have made the most of opportunities such as the EJCAP advertisement and space in JSAP. The advertising campaign began in earnest in August 2011 (when registration opened) and ran through to March 2012. The BSAVA’s aim was to reach veterinary nurses and practice managers as well as veterinary surgeons and targeted the advertising appropriately.

PR & Communications
BSAVA took a new approach to its event PR in 2011, putting more of an emphasis on communications with the press in the build-up to Congress, and improving our offering to the media at Congress. This proved immensely popular and great preparation for the WSAVA/FECAVA/BSAVA Congress 2012. A series of commissioned pieces about all aspects of the science programme have gone out in the veterinary press. These were supplemented with general releases regarding registration, the exhibition and social aspects of Congress. All releases were sent to our established press contacts, be made available online in our media area (http://bit.ly/nXxTT1) and were sent to our WSAVA and FECAVA colleagues for wide distribution to member
associations. This has helped BSAVA develop even stronger links with other Associations world wide. The BSAVA monthly membership magazine, *companion*, offers us perhaps the best opportunity to communicate with our members, and this covers all aspects of Congress. Monthly articles began in July 2011 and will run until May 2012. As a member benefit, *companion* is available to all 7900 BSAVA members, either as a print mailing, or online. BSAVA will once again work with Veterinary Business Development to produce Congress Times, around three weeks before Congress. This is in the style of a veterinary newspaper – replicating the popular Veterinary Times weekly, and will contain editorial on all aspects of the event. In addition, BSAVA developed a series of 4 mini-Congress Times in October and November of 2011 to further promote that 2012 is indeed an extra special year for us. These would have a circulation of circa 20,000.

**Direct Mail**
Again, BSAVA used the 2011 Congress to promote 2012 – providing a Preview highlighting the programme and advertising the extra special nature of our next annual event. An Advance Programme was distributed in the key veterinary press and in our own mailings prior to registration being available and a full handbook is made available to registered delegates.

**Online Marketing**
We began our Congress 2012 email marketing in earnest with an invitation to submit Clinical Research Abstracts in June 2011, and have since followed this up with regular email communication. An email schedule has been created to sit alongside BSAVA’s established e-communication programme and will cover key-dates and activities, linking recipients back to relevant sections of the website. We have 21,000 individuals in our database, of which 15,700 have active email addresses. This is an excellent and cost effective way to communicate with a wide audience, and compliments our offline marketing initiatives. Obviously we segment our communications when appropriate to do so. Of our more than 1000 social media ‘contacts’ over half are identified as outside the UK – giving us an additional opportunity to present information quickly and easily to an international audience online.

**Event promotion**
BSAVA’s programme for attending UK and international events has grown in the last year, with the ambition to develop the Association’s reputation and awareness of Congress specifically in advance of hosting the World Congress. As such, since January 2011 (at NAVC in Florida) we have ensured relevant 2012 promotional material available for each event we’ve attended. Key Congresses that have been attended include the WSAVA World Congress in Jeju, Korea, the FECAVA Eurocongress in Istanbul, Turkey and NAVC in January 2012. Officers and key Congress Committee members have attended these events as ambassadors a.
International
BSAVA have relied heavily on the support and contacts of our colleagues in WSAVA and FECAVA, and we are very grateful for all the support and help that we have received worldwide.

World Congress 2012 is now upon us. I hope that you all enjoy, Congress, Birmingham and the United Kingdom

John Williams MA VetMB LLB CertVR DipECVS FRCVS
Chair WSAVA/FECAVA/BSAVA Congress Committee 2012