

Building a State Immunization Conference and Taking it on the Road



Introduction

- 1993 – first conference... a success!
- 2009 – nearly 1,700 attendees at 8 regional conferences... bigger success!

Purpose

To update health care personnel (HCP) on immunization issues that affect people across the lifespan

Audience

- Nurses, nurse practitioners, physicians, medical assistants, public health staff, physician assistants, pharmacists, and medical and nursing students
- 75% of attendees have come to one or more prior conferences

Revenue Sources

- Attendee registration fee
- Vendor exhibit fee

Continuing Education Credits

- Continuing education credits are key
- Available to nurses and physicians (CME/CNE)
- Pharmacy credits offered in 2009 for first time

Evaluations

- Majority of attendees rate the conferences as excellent
- Feedback from evaluations is used to plan the next year's conferences

"You have, hands down, the most informative and clinically useful conference."
- Fall 2009 conference attendee

Rosemary Franklin franklin@michigan.gov 517.335.9485

Secrets of our Success

Continuity

- Offered every fall; HCP can count on this
- If HCP can only attend 1 training event, many choose this conference series

Consistency

- Immunization update offered annually
- Same content offered at each location

Accessibility

- We go to them: strategically-placed, multiple locations increase availability to all providers
- Registration fees kept low (\$50)
- Conference logistics handled in-house

Additional factors

- Information provided to multiple levels of HCP
- Networking opportunities for private providers, state and local health dept staff

Lessons Learned

- CDC speakers draw registrants; add credibility
- Attendees expect the same content will be offered at all conference venues
- Hot Topics session for late-breaking news (e.g., pandemics) has worked well
- Time for Q & A Panel is a must

Conclusion

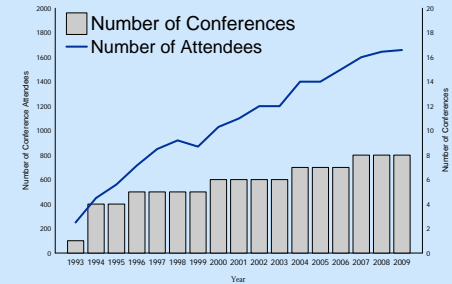
Conferences continue to grow, even in an economic downturn, because we have a statewide reputation for providing immunization information that is accurate and timely

Authors

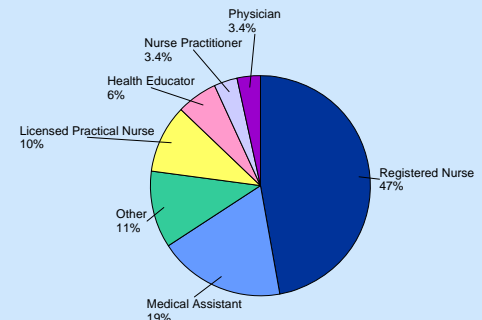
Rosemary Franklin, MLIR; Terri Adams, RN, BSN; Courtney McFeters, MA; Rachel Potter, DVM, MS; Patricia Vranesich, RN, BSN; Barbara Wolicki, RN, BSN; JoEllen Wolicki, RN, BSN; Robert Swanson, MPH; Michigan Department of Community Health, Division of Immunization, Lansing, Michigan

www.michigan.gov/immunize

Growth of Conferences



Attendees' Degrees, 2009



Attendees' Workplaces, 2009

