

The Client:

The Transforming Health Summit was a one day event hosted by SA Health and the Minister for Health at the Adelaide Convention Centre on Friday the 28th of November 2014.

Summit Objectives:

In the lead up to the summit, Government consulted with doctors and surgeons, nurses and midwives and allied and scientific health professionals across the state to explore ways to develop quality standards for healthcare that would guide how they will transform the healthcare system.

South Australians were asked to help shape the future of the state's health system with the release of a discussion paper. Community and industry feedback was collected during a five week consultation period which culminated in the Minister for Health hosting the summit to further discuss the process of Transforming Health. The State Governments view was to consider all feedback to determine how to deliver the quality standards proposed by health professionals. The aim of the summit was for the majority to accept that there is a need for change.

Challenge:

All Occasions Group worked in consultation with a diverse range of SA Health staff including the Minister for health, Chief of staff, media advisors, senior policy advisors, Ministerial advisors, Executive Director of policy and commissioning, Director of planning and commissioning, Director of media and communications and the Manager of marketing communications.

The biggest challenge in managing the summit was the short lead time in which to plan and activate the event. Just seven weeks from initial client contact to the day of the summit. All Occasions Group and SA Health worked collaboratively to provide solutions that delivered a more than satisfactory outcome.

Innovation: Live Twitter feed

The full summit program was recorded and fed live to an overhead presentation screen with a live twitter feed displaying at the bottom of the feed. This enabled live community participation, which was key to the success of the event. The live Twitter feed was moderated by a member of SA Health, who removed irrelevant tweets and retweets, using the hashtags #transforminghealth and #2014THSummit

This live tweeting was made possible by using "LiveTweetApp" which is an online solution to help search, moderate and display tweets on a (big) screen. It increases social interactions during events and conferences in real time.

<https://app.livetweetapp.com/>

Key Achievements:

All Occasions Group successfully brought the summit in on time and within budget. A total of 563 delegates attended with the Honourable Jack Snelling MP Minister for Health, and David Swan Chief Executive of SA Health attending and speaking on the day. Thirteen guest speakers delivered presentations on the day and a large gallery was assembled displaying 336 posters (168 individual posters) for the delegates to view and discuss with a subject matter expert on hand for the duration of the summit.

The summit was covered by Nine News Adelaide, Network Seven Adelaide and ABC Radio Adelaide.

Website: transforminghealth.sa.gov.au

