

CASE STUDY

ALZHEIMER'S RESEARCH UK CONFERENCE



KEY INFORMATION

DATE 13 - 15 March 2017

CONFERENCE VENUE Aberdeen Exhibition and Conference Centre (AECC)

CONFERENCE DINNER Ardoe House Hotel & Spa

CEILIDH EVENT Ardoe House Hotel & Spa

DELEGATES 454 National Delegates

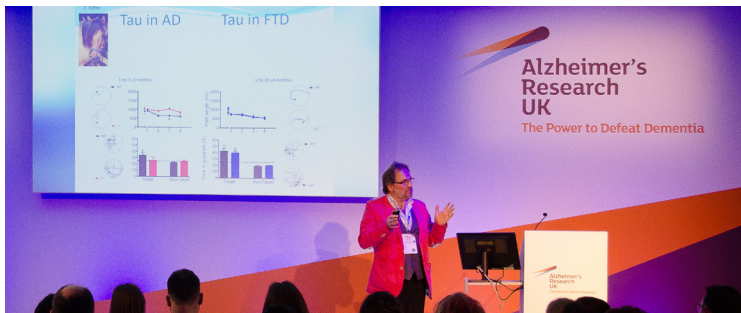
LOCAL ECONOMIC IMPACT £461,700

CONFERENCE FORMAT

- Two-day scientific conference
- Table-top exhibition with 18 exhibitors
- Poster presentations
- Public engagement

SOCIAL PROGRAMME

- Pre-conference Welcome Reception at Aberdeen Town Hall
- Conference dinner and ceilidh for 330 delegates
- PhD students dinner at Revolution Bar Aberdeen



welcoming
enthusiasm everything ran smoothly positive
helpful team **WHY AECC & ABERDEEN** flexible spaces
fundraising ensured event went well collaborative
professional team involvement
ORGANISED

WOULD YOU BRING
YOUR EVENT BACK?



WHAT ABERDEEN DID DIFFERENTLY

"Expanded the Conference to incorporate a wide range of public engagement events. This was largely thanks to the contacts that Christine (Associations Sales Executive, AECC) pulled together for us and when contacted they were happy to be involved."

Jane Elsom, Research Projects Manager, Alzheimer's Research UK

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PUBLIC ENGAGEMENT PROGRAMME

For the first time a specially devised programme was created to run alongside the conference showcasing local support available, dementia research and raising ARUK's profile. Over £4,500 was raised for ARUK in the process.

ART EXHIBITION a month-long event which ran in conjunction with Alzheimer Scotland and Aberdeen Arts Society. This was largely an awareness raising event to highlight the Dementia Resource Centre.

COME AND SING an event held with Alzheimer Scotland, a dementia friendly wellbeing initiative, attended by elderly local people living with dementia.

CAFE MED TALKS a free informal event promoted widely to the public, shedding light on cutting-edge dementia related research.

THE MIGHTY QUIZ a new fundraising and awareness quiz was hosted as part of the conference for the first time, with AECC being the first organisation (in partnership with VisitAberdeenshire) to host this event outside ARUK.

ABERDEEN FOOTBALL CLUB (AFC) LADIES DAY ARUK were the charity partner for the day where there was a presentation to guests and bucket collections. This was organised alongside AFC Community Trust.

SCIENCE SUNDAY a one-day science festival including activities and talks held at the Aberdeen Science Centre, for the general public including families and those living with dementia.



TESTIMONIAL "It was a real pleasure holding our conference in Aberdeen. The space at AECC was a perfect fit for our needs, the people we worked with in Aberdeen were enthusiastic, helpful and professional, and the Conference was a real success. For the first time we extended our Conference to include a wide range of public engagement activities to raise awareness of dementia. We could not have done this without the support of AECC and VisitAberdeenshire. I would be very happy for the event to return to Aberdeen."

Jane Elsom, Research Projects Manager, Alzheimer's Research UK