

GOOD LIFE EXPO

GOOD DEATH

no taboos : embracing all of life

GLGDexpo Brisbane 2018 2nd December

*Post-Event Report for
Queensland Government
Department of Health*

*Created by:
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PCQ Events and Marketing
Coordinator
December 2018*

Wellbeing
Planning ahead
Meaningful ageing
Being prepared
Getting support

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Brisbane 2018

2nd December 2018
 10am -3pm

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Overall Event Summary

"I am grateful that there is a space and voice for such an important matter"
Community attendee

On Sunday 02 December 2018, Palliative Care Queensland (PCQ) held its 2nd Brisbane Community Expo at the Brisbane Convention & Exhibition Centre (BCEC).

The free Expo had over 600 attendees, 10 volunteers, 38 exhibitors and 20 expert speakers. Over 250 people attended the educational sessions. Feedback was received via survey monkey from 107 people, which represents 18% of all attendees, exhibitors, speakers and volunteers, in addition informal feedback was collected throughout the event.

The three main aspects of the Expo were:

- 1) **COMMUNITY ENGAGEMENT:** to start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, and to help people understand that end of life shouldn't be considered a taboo subject.
- 2) **INFORMATION SHARING:** to showcase services, supports and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts. To facilitate networking opportunities for local service providers, community organisations, groups and members.
- 3) **EDUCATION:** to share information, stories and best practice in relation to palliative and end of life through breakfast sessions, a round table and expert panel sessions.

By starting these conversations, sharing information and showcasing services and resources the following outcomes were achieved:

- Attendees had a **greater level of understanding of the benefits of early conversations** about health care choices and understand who in the community can assist them to achieve their wishes at end of life.
- Attendees had a **better understanding of the benefits of palliative care** and the positive impact it can have on individuals and families in supporting people as they live with life-limiting illnesses.
- Attendees had **increased confidence in starting discussions related to death and dying**.





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Brisbane 2018 GLGDexpo Event Program

10am-3pm, Sun, 02 December 2018 | Brisbane Convention & Exhibition Centre

www.goodlifegooddeathexpo.org.au

FREE Entry | FREE Barista Coffee | FREE Showbag | FREE Facepainting | FREE Photobooth
FREE Information | FREE Expert Seminars | FREE Expo Passport Prize

Exhibition Booths 40 exhibitors and displays	FREE Expert Discussion Panels (inc. a certificate of attendance for professional development)										
Compassionate Communities Lounge Area Free community conversations program	<table border="1"> <thead> <tr> <th>Time</th> <th>Topic</th> </tr> </thead> <tbody> <tr> <td>10:30</td> <td>Planning Ahead: Advance Care Planning</td> </tr> <tr> <td>11:30</td> <td>A good death is not an oxymoron</td> </tr> <tr> <td>13:00</td> <td>Navigating the aged and health systems</td> </tr> <tr> <td>14:00</td> <td>Talking to children about loss, dying and grief</td> </tr> </tbody> </table>	Time	Topic	10:30	Planning Ahead: Advance Care Planning	11:30	A good death is not an oxymoron	13:00	Navigating the aged and health systems	14:00	Talking to children about loss, dying and grief
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Free ongoing community activities Free barista coffee and tea Café-style tables for friendly discussion & quiet reflection 'Discussion starter' games & 'What matters most' thought board Children's play area - rug, cushions & colouring-in Free Intergenerational facepainting, caricaturist & photo booth	Register to attend now Register before the event & attend the event You will go into the draw to win a FREE ipad mini https://glgdexpo2018bne.eventbrite.com.au or call: 07 3511 1539										

Art Exhibitions

- Remembrance Trees
- Before I Die Wall
- Photographic Exhibition



Fun Extras

- Free Facepainting
- Free photobooth
- Raffle

An initiative of:



Supported by:



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#GLGDexpo. #ContinueTheConversation about:

Life | Loss | Love | Ageing | Legacy | Disability | Values | Dying | Compassion | Death | Dignity | Grief



Brisbane 2018
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key outcomes



the word on the street

"I am grateful that there is a space and voice for such an important matter."
 "This Expo has reminded me how passionate the sector is and inspired me to continue working in palliative care."
 "I enjoyed seeing the variety of things related to palliative care that I did not know exist."
 "The information from the workshops, FREE coffee and the Town Crier!!"



600

people attended the Expo



39

organisations exhibited at the Expo



100%

of attendees surveyed said they enjoyed the Expo



95%

of attendees surveyed said they would attend again



85%

of attendees surveyed said the education sessions were 'excellent'

attendee demographic

General community

Health Professionals

52

48



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Background and Purpose

Following inaugural Good Life Good Death expos in both Brisbane (2017) and Townsville (2018), PCQ's aim was to further streamline the event processes whilst building sponsor and attendee numbers at each event. After listening to feedback from exhibitors and attendees, the event duration was scaled back to just one day and new pilots for this event included:

- Partnership education sessions – rather than panels
- MC for the Day
- Compassionate Community – café style and yarning circles
- Welcome to country opening: Songwoman Maroochy
- Caricaturist
- Centacare Mandala (interactive)
- Neal Price art exhibition (reflective)
- Raffle
- PCQ Booth including: Fundraising merchandise 'I care for Palliative Care'



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Community Conversations Aspect

Meeting the Expo aim to:

- to start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to help people understand that end of life shouldn't be a taboo subject.

97% of respondents agreed

- facilitate networking opportunities for local service providers, community organisations, groups and members.

100% of respondents agreed

"Being able to chat openly to exhibitors and share experiences and grief. I found all the providers were interested in talking openly and provide support. A happy day - thank you."

"I enjoyed connecting with like-minded people and finding out about services and resources I had not been previously aware of."





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Exhibition Aspect

- to showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.

100% of respondents agreed

- facilitate networking opportunities for local service providers, community organisations, groups and members.

100% of respondents agreed

"I loved networking with the people that attended. Made a number of very useful contacts for the families we care for."

"I loved the position of the room with the big windows and sunlight so it made the whole experience quite light (if you think about the subject matter). Some of the discussions and the free activities. The stalls were very informative as well."





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Education Aspect

- to share information, stories and best practice in relation to palliative and end of life through breakfast sessions, a round table and expert panel sessions.

100% of respondents agreed

- to facilitate networking opportunities for local service providers, community organisations, groups and members.

100% of respondents agreed





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Measures of Success

As the 2nd Good Life Good Death expo in Brisbane, overriding feedback about the Expo has been positive.

The measures of success for the Expo were:

1. Calculating the number of attendees

- 600 attendees - calculated through monitoring attendance at the education sessions, recording pre-registered attendees, tallying attendees who hadn't registered and monitoring expo show bags.
 - 2017 Brisbane Expo – 500/day
 - 2018 Townsville Expo – 200/day

2. Media and Social media reach/engagement

- **Media mentions**
 - My Village News article with readership of 20,000
 - Pop up Radio
- **Social media reach**
 - #GLGDexpo earned over 456 tweet impressions
 - Facebook posts in 28 days leading up to and including GLGDexpo reached over 55,300 (30,540 in 2017) and engaged 16,294 (5,659 in 2017). Facebook followers increased by 114.
 - Twitter saw 19.8k tweet impressions in the 28 days leading up to and including GLGDexpo

3. Participation in activities, seminars, workshops

- **Healthy & Compassionate Communities Area**
 - Seven (7) 30-min discussions within this space
 - 300 coffees consumed
 - 100 photos from photo booth
 - 40 caricatures drawn
- **Education Breakfast**
 - 6 speakers involved
 - 5 organisations represented
 - 35 total attendees
 - 35% evaluations received



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- **Free Information Sessions –**
 - 10 of speakers involved
 - 5 organisations represented
 - 130 total attendees
 - 61% evaluations received

4. Exhibitor participation

- 39 overall exhibitors
 - 51% returning exhibitors
 - 49% new exhibitors

5. Key outcomes:

- start conversations around loss, ageing, dying and grief in an open, honest and friendly environment, to promote death and compassion literacy and open discussions about loss, ageing, disability, dying and grief
- showcase services and resources related to end of life in the form of exhibition booths, presentations, discussions and handouts.
- facilitate networking opportunities for local service providers, community organisations, groups and members
- share information, stories and best practice in relation to palliative and end of life



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Opportunities Provided to Queensland Government Department of Health

As outlined in signed addendum:

- Silver Sponsorship package
 - Exhibition space in prime location
 - Exposure Prior
 - Corporate logo on pre-event material and other marketing collateral
 - Corporate logo and hyperlink on expo website
 - Exposure During
 - Corporate logo featured on our supporter and sponsors banner
 - Corporate logo featured on education sessions holding slide
 - Corporate bio (max 200word), logo and contact details listed in expo handbook (1/4 pg spread)
 - Expo Show bag insert
- Additional Items
 - Community education session partnership – A Good Death is not an oxymoron
 - X1 Complimentary tickets to the Palliative Care in Queensland Annual Summit
 - X4 Complimentary tickets to the Palliative Care in Queensland Awards Dinner



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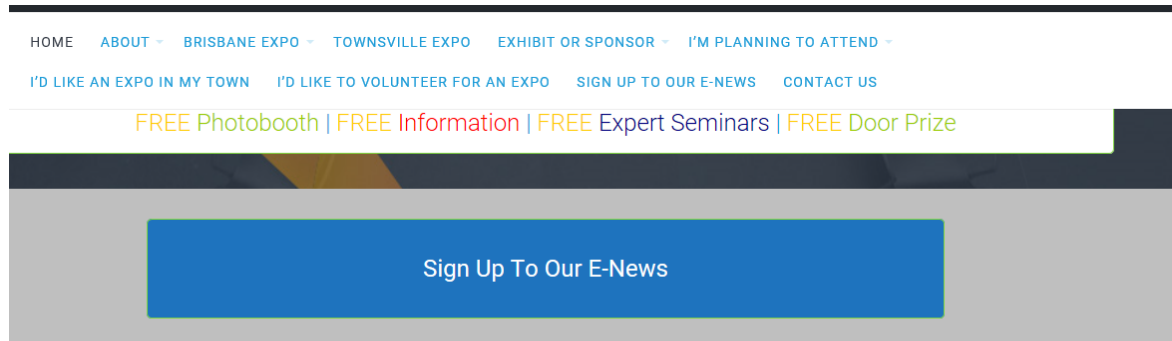
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Examples of Completed or Planned Communication / Marketing Activities

Good Life Good Death expo website: www.goodlifegooddeathexpo.org.au

Supporter acknowledgement:



An Initiative of



Supporters



Queensland Government



Supporters, Exhibitors & Sponsors:



f t in #GLDexpo

29-30 Jun Townsville
2 Dec Brisbane

[Exhibitor Hub](#) [Speaker Zone](#)

HOME ABOUT BRISBANE EXPO TOWNSVILLE EXPO EXHIBIT OR SPONSOR I'M PLANNING TO ATTEND
I'D LIKE AN EXPO IN MY TOWN I'D LIKE TO VOLUNTEER FOR AN EXPO SIGN UP TO OUR E-NEWS CONTACT US

Our Supporters, Exhibitors & Sponsors

Supporte

Our Supporters



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no taboos : embracing all of life

Open conversations about:
 Life | Loss | Love | Ageing | Legacy
 Disability | Values | Dying | Compassion
 Choices | Death | Dignity | Grief

Brisbane Convention and Exhibition Centre
 2 December 2018 | 10am - 3pm

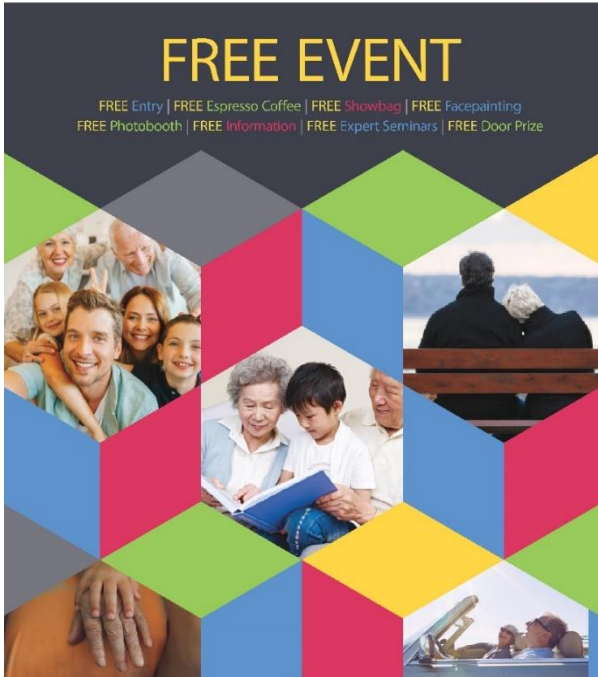
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Our Major Sponsors



Our Supporters





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Program Flyer:



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Supporter acknowledgement – post event wrap up mail out

To be disseminated to over 400 PCQ members on 21.12.18

Thank you to our supporters and sponsors who made Good Life Good Death expo 2018 in Brisbane such a success!



Good Life Good Death 2018
02 December 2018



With supporting partners:

