**ROC EVENTS LIMITED**

**Minutes of board meeting held at the offices of the SCOR, 10th December 2018 at 11:00 am**

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| **Present:** |
| ROC-E Directors: | Pam Black | (PB) | *Chair* |
| Liz Beckmann | (LB | *Marketing Committee Chair* |
| Richard Evans | (RE) | *Director without portfolio* |
| Hugh Wilkins | (HW) | *Hon Secretary* |
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| In attendance:Profile Productions | Julian Kabala | (JKa) | *UKIO President* |
| Nick Spencer | (NS) | *UKIO President-elect* |
| John Turner | (JT) | *Finance Officer* |
| Sue Elcock | (SE) | *UKIO Conference Director* |
| Simon Whitfield | (SW) | *Managing Director* |
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| **Apologies:** | John Kotre | (JKo) | *Hon Treasurer* |
|  | Peter Harrison | (PH) | *AXREM Chair* (until 31.12.18) |

**AGENDA**

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|  | Welcome and introductions |
|  | Apologies for absence |
|  | Declarations of conflicts of interest |
|  | Minutes of last ROC-E meeting (8rd October 2018) |
|  | Matters arising not elsewhere on the agenda |
|  | Planning for 2019 Congress |
|  | UKIO website |
|  | Marketing report |
|  | Responsibilities under new privacy policy |
|  | Press and PR tender specification |
|  | Congress legacy possibilities (Liverpool) |
|  | Signage improvements at UKIO2019 |
|  | Publication of abstracts |
|  | Finance matters |
|  | Congress development project funding proposals |
|  | Any Other Business |

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| Minute | **Decision Summary** (see relevant minute for further information) |
| 7 | Formation of a new working party to lead development of UKIO’s website |
| 9 | Appointment of RE as ROC-E data protection lead.  |
| 14 | ROC-E support for proposal for its financial reserves to be increased to £250k |

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| Minute | **Actions Log** (see relevant minute for further information) |
| 7 | Seek L’pool radiologist feedback re virtual attendance at RSNA2018 | PB |
| 7 | Convene UKIO website working party | RE |
| 8 | Send letter to Radiology service managers noting UKIO2019 dates  | RE |
| 9 | Amend ROC-E’s privacy policy | SE |
| 10 | Complete Press/PR specification & circulate for comments/suggestions | Profile, LB |
| 11 | Follow-up discussions with Liverpool re congress legacy possibilities | SW |
| 12 | Re-visit signage improvement possibilities | SE |
| 13 | Liaise further with BIR re publication of previous congresses abstracts | SE |
| 14 | Sign auditors’ engagement letters | PB |
| 14 | Liaise with ROC re recruitment of JKo’s successor as Honorary Treasurer | PB |
| 16 | Write to AXREM | PB |

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|  | **Welcome and introductions**PB welcomed attendees – there were brief introductions. |
|  | **Apologies for absence**Apologies had been received from John Kotre and Peter Harrison. |
|  | **Declarations of conflicts of interest**HW declared an interest in item 7, in that he had contacted a digital marketing agency (Numiko) whose technical director is married to his niece. There were no other declarations of conflicts of interest. |
|  | **Minutes of last meeting** (8rd October 2018)HW noted that the draft minutes of the last meeting inadvertently showed that meeting as having taken place at SCoR, whereas it had in fact been held at BIR. Other than this, the draft minutes of the ROC-E board meeting held on 8rd October 2018 were agreed as a true and accurate record. |
|  | **Matters arising not elsewhere on the agenda**There were none. |
|  | **Planning for 2019 Congress**JKa reported that there have been several teleconferences, an innovation, maintaining momentum between the face-to-face planning meetings in September and January. The Congress President, VPs, stream leads and Profile Productions staff participate in these meetings. Congress preparations are generally looking good. JKa and SE outlined plans for the plenary sessions[[1]](#footnote-1). Jim Al-Khalili, will be speaking in the first of these. Rizwan (Malik) is leading on preparations for the second plenary / debate, with an emerging potential topic being dynamics between quality and costs. It is hoped to schedule the third plenary at 2pm on the Wednesday afternoon, followed by workshops, to encourage more people to stay after lunch.SE reported that most of the other sessions will be 1 hour, with some 1½ hours. There will be a number of talks integrating radiotherapy and imaging.64 abstracts have so far been received, slightly down on the corresponding number for last year. Normally some 200 or so abstracts are received on the final day for submitting. (17.12.18 deadline for UKIO2019 abstract submission). HW asked if the abstract submission software question re author country could be modified to bring the UK to the top of the list, to simplify abstract submission for the majority of authors. SE said this had been looked into but is not possible. |
|  | **UKIO website**SE introduced discussion on plans agreed by ROC to develop the UKRCO website for UKIO2019 as an interim measure. It is hoped that the updated website[[2]](#footnote-2) will be live in a week or so (i.e. mid-late December 2018). Exhibition/sponsor information and the programme will be uploaded asap. This upgrade will not provide the previously-identified aim to substantially develop congress digital content. For this we would need to decide what we want, agree a budget, write a specification and conduct a tender process. LB advised that the specification should include both essential items and desirable options. HW referred to brief communications with a company (Numiko, see above declaration of interest) which had led to a suggestion of an initial scoping exercise with a budget cost of about £5k. This was envisaged as a pre-tender first stage to develop a new website specification. In the second stage a tender process would involve invitations to tender and short-listing in the normal way.JKa observed that this was in line with suggestions made at the October board meetings. He queried restricting access to digital content to those physically attending the congress, reflected in the delegate fee structure. LB commented that remote access could be restricted to parts of the congress. There was discussion about multiple people having virtual access through one individual, and pros and cons of this. PB noted that 3 radiologists from her department had virtually attended RSNA2018, and would seek feedback from them. Action PBSW spoke of the need to take into consideration opinions of all stakeholders, including exhibitors and ROC’s members. He emphasized the networking repeatedly cited as benefits of physical attendance at meetings, and advocated that if digital access is provided that it be limited (questioning educational benefits, given limited attention spans).There was reflection on the recent RSNA2018 meeting, which provided ‘virtual meeting’ access. This appears to have had a significant impact on physical delegate numbers, with physical attendance appearing to have been lower by some 10,000 people compared with previous years; the exhibition had felt somewhat empty. RE commented on a widespread feeling in Chicago that the decision to provide live remote access to RSNA2018 had been disastrous. The ECR model was different, only allowing virtual access after the event (to those who had attended physically and to others). Negative financial consequences for UKIO of potential reduction in exhibitor support were noted if there were a significant drop in physical attendance at the exhibition.NS referred to differences between the UKIO, RSNA and ECR congress models, in that UKIO is not a single membership organisation. One of his colleagues had participated in RSNA as a virtual participant, but found the experience disappointing. SE noted that for some years eponymous and some other lectures had been made available on the website after the congress, but that there had been few viewings of these. Website development expertise within member organisations was noted, as was the growing importance of social media in promoting conferences, and opportunity to use Youtube. There was discussion about CPD, and different approaches adopted by different professional bodies.SE commented that the company which runs the current website do not have technical expertise to provide a substantially-enhanced new website, but that they could provide a starting document for a scoping exercise. Limitations of the *Wordpress* technology on which the current congress website is based were noted. Review of comparable websites for related congresses, including RSNA and ECR, was suggested. It is hoped to have a new website in place for UKIO2020, possibly with a phased approach. RE noted that we have a current website, and will need to be sure that its replacement is working well before switching it off. It was agreed that a new working party be formed, with representation from BIR, CoR and IPEM, be asked to take this discussion forward. RE agreed to convene this working party, with further offers to participate in it from NS, LB, HW and Profile (SE/SW). Action RE |
|  | **Marketing report** LB reported that there has been good marketing activity involving the three member organisations, each of whom have heavily-promoted opportunites to submit abstracts by the forthcoming deadline (17.12.18). There has been an article in *RAD* and quite a lot of social media publicity about UKIO (mainly Twitter, some Facebook advertising).SE invited JKa/NS to write an illustrated article about UKIO, noting its evolution from UKRC/RO - with radiotherapy fully integrated - seeking to engender greater excitement. LB invited people to pass information to her which the marketing group could disseminate through social media or other channels as appropriate. PB urged encouragement of departmental managers and others to note UKIO congress dates well in advance, bearing in mind implications for staff rotas and annual leave. It was suggested that RE writes a letter to this effect applicable to all relevant staff groups. RE offered to arrange distribution through SCoR’s manager network (TopTalk / email list). LB proposed that in parallel Candi could raise awareness through IPEM.**Action RE**There had been discussion in the October meeting about increasing congress prominence in internet searches for UKIO. SE reported that this is work-in-progress, but takes time, entailing liaison with Google Ads /search engines. Our congress website has moved up the list in UKIO search results. |
|  | **Responsibilities under new privacy policy** RE referred to and raised awareness of two interwoven documents:* ROC-E privacy policy (on <https://ukrco.org.uk/>, though not yet [www.ukio.org.uk](http://www.ukio.org.uk))
* Profile Productions data policy

He drew attention to ROC-E’s data controller role and Profile’s data processor role, and indicated that these need clarification in ROC-E’s privacy policy (section 6).He also suggested that the ROC-E board nominate a data protection lead, and offered to take this role. This offer was gratefully accepted by the board, *nem con*. This might require amendment of section 14 of the policy to include RE’s contact details (and also a note that anyone can contact the Information Commissioners Office (ICO). SE agreed to amend the ROC-E privacy policy accordingly.**Action SE** |
|  | **Press and PR tender specification**LB reported that Julie Churchill (Profile) has been working on the specification, which will be circulated to this group when completed, with requests for comments and suggestions of potential providers of press/PR services.**Action Profile, LB**  |
|  | **Congress legacy possibilities (Liverpool)**SW has been in touch with Liverpool City Council, who in principle would be keen, but do not have relevant knowledge to suggest healthcare technology items, which would be up to us to propose. Some possible projects were floated, including: a therapy garden; and a commemoration of Liverpool’s pioneering role in radiology. At PB’s suggestion, SW agreed to contact Liverpool’s Metro Mayor’s office to take this matter forward. It was noted that this would be a matter for ROC to consider.**Action SW** |
|  | **Signage improvements at UKIO2019**Improved signage to supplement the very helpful ‘human signage’ directing delegates towards their session destinations was discussed. This could help overcome some people’s perceptions that it is a long way between exhibition area and lectures, and facilitate the location of particular rooms. SE agreed to re-visit this.**Action SE** |
|  | **Publication of abstracts**BIR are in the process of uploading abstracts from previous years onto the website, with assignment of doi numbers. There is currently a technical difficulty with this but this is expected to be resolved shortly. SE will chase.**Action SE** |
|  | **Finance matters**JT outlined key points of the draft accounts for the year ending 30 September 2018. Results for the year are not dissimilar to the previous year, when a small loss was incurred. This year we appear to have made a small profit (though some things are currently unresolved, including an exhibitor based in China who has not yet paid their bill of about £6k). Overall venue costs have not reduced, partly reflecting the greater space taken for the 2018 congress in Liverpool compared with the 2017 congress in Manchester. SW mentioned significantly reduced subsidy from Liverpool City Council, leading to discussion about re-considering congress location. We are committed to paying £623k for the congresses at Liverpool for the next 4 years, which impacts on our reserves policy. JT and JKo suggest that our working capital requirement, currently set at £200k, be increased to £250k, and this was agreed from ROC-E’s perspective.For some years there has been an assumption that the congress would make a profit, whereas for the last 2 years it has more or less broken even. Funding needs for bursaries and international speaker expenses were noted. Cash collection has been a little sluggish – whilst this is not entirely within our control we should aim to send bills before making payments. LB recalled incidents in the past which had led to a more robust policy whereby exhibitors would be prevented from setting up stands if they had not paid at least a substantial portion of exhibitor fees beforehand.JT referred to the auditor’s engagement letters (for ROC and ROC-E) for audit of the 2018 accounts which required signature.**Action PB**PB informed the meeting that JKo has tendered his resignation as honorary treasurer, having held the post for about 5 years. He is happy to continue in post for a period whilst a process is devised to recruit his successor, which will be a matter for ROC. PB will respond to JKo’s letter of resignation and take this forward with ROC.**Action PB** |
|  | **Congress development project funding proposals**In the October 2018 meetings it had been noted that there was potential for ~£250,000 to be made available for developing the congress and suggestions were invited in keeping with ROC’s charitable objects. This could include website development (item 7). RE referred to: the importance of networking during the congress; and developing interactions within the exhibition. SE noted plans to facilitate business-to-business meetings, and a pop-up restaurant where exhibitors could meet delegates. |
|  | **Any Other Business** PB noted communications with PH/AXREM regarding:16.1 Distance between the exhibition and lecture area (less than at RSNA & ECR).16.2 The AXREM/Congress dinner, including the presence of a competing UKRCO social event in 2018. There was some discussion about the relatively small number of delegates who had attended past dinners, and why this should be. HW noted that PH has been consistent in his accounts of the history of AXREM/Congress dinners (as recorded in minutes of previous ROC-E meetings) and that RCR have expressed concern about congress dinner sponsorship which needs to be addressed. 16.3 Feedback, from both exhibitors and delegates, indicating opportunities to improve interactions. Whilst some exhibitors, particularly from smaller stands, have complained that they have not received the footfall from delegates that they had expected, some delegates have reported not feeling encouraged to approach stands. PB suggested that exhibitors could ask themselves what they are doing to attract delegates to their stands. NS proposed that we produce guidance for exhibitors; LB noted that RSNA provide first-time exhibitor advice. RE supported this, floating the possibility of liaising with AXREM to create something akin to ‘personal shoppers’ to lure delegates towards stands and facilitate interactions. NS commented that industry support is pivotally important to the success of the congress. LB reiterated the need to support small manufacturers who are not represented by AXREM. PB agreed to write to AXREM confirming that ROC-E is fully committed to working with AXREM in the interests of the congress.**Action PB** |

The meeting closed at 1:15 pm.

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The next ROC-E Board Meeting will be held on **Monday 25 March 2019 (**14:00 – 16:00)

 at The Royal College of Radiologists, 63 Lincoln's Inn Fields, Holborn, London, WC2A 3JW

1. The draft UKIO Programme (accessed 13.3.19) shows the following developments in plenary seesion plans:

Plenary Session 1: ‘*Is life quantum mechanical? The birth of quantum biology’* (Monday 10.6.19, 09:00-09:50)

Plenary Session 2: ‘*Peer review in the NHS: all stick and no carrot?*’ (Tuesday 11.6.19, 09:20-10:20)

Plenary Session 3: ‘Space and humanity’ (Wednesday 12.6.19, 11:45-12:30) [↑](#footnote-ref-1)
2. https://www.ukio.org.uk/ [↑](#footnote-ref-2)