



AIR AMBULANCES UK
SUPPORTING AIR AMBULANCE CHARITIES

Air Ambulances UK Annual Conference

SAVING MORE LIVES TOGETHER EVENT AGENDA

The Annual Conference is
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Survival Equipment Services



28 NOV
2024

Coventry Building Society Arena
Judds Lane, Longford
Coventry, CV6 6AQ

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FUNDRAISING AND COMMS

Andy Holland & Stephanie Halliwell | Thames Valley Air Ambulance **Chair's Circle - Growing major donor income from a simple product.**

- Explore the journey behind Thames Valley Air Ambulance's newly established 'Chair's Circle' giving club, from the rationale and proposal to its growth into a forecasted seven-figure income stream. Key insights include targeting prospects, ask conversion rates, measuring success, and the long-term strategy for giving circles. The session will also share lessons learned and ongoing questions from the experience.

Donna Young | The Air Ambulance Service **The power of a conversation - How equipping your organisation to talk legacies can have powerful results.**

- Legacy income is crucial for charity sustainability, but many feel worried discussing it. Discover how TAAS has empowered staff and volunteers through training and events, including turning a complaint into a 100% legacy gift and engaging retail teams. The aim is to demystify legacies, alleviate fears, and encourage conversations among non-fundraising colleagues.

John Onion | Uprise Up **Making digital media work for you.**

- Explore the expectations air ambulance charities have for their digital media, including how to drive results in key campaigns, increase donation revenue from website visitors, and understand the roles of various digital channels. Gain insights into tracking results and reviewing trends from other charities to inform future planning.

Tobin Aldrich and Imogen Ward | AAW **How are Air Ambulances performing.**

- The findings of AAW's 2024 fundraising benchmark study for air ambulances will be shared, comparing income, expenditure, and ROI across various fundraising areas and how these have changed since last year. Results will also be compared to wider charity sector benchmarks. Learn what these findings reveal about fundraising performance and how to apply insights to enhance your own programmes. The session will include a Q&A and is suitable for all leaders looking to improve and develop their fundraising strategies.

Vic Barlow | Agenda **Crisis communications: Managing risk and reputation.**

- Effective crisis management requires planning for the worst rather than hoping for the best. An expert in crisis communications will discuss strategies for managing risk and reputation, covering everything from anticipating potential issues to responding to incidents. This session is open to anyone seeking top tips on preventing a drama from escalating into a crisis, from senior leaders with strategic oversight to colleagues engaging with internal and external audiences.

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CLINICAL & OPERATIONS

Dr. James Nayyar | The Air Ambulance Service

Enhancing pre-hospital paediatric care.

- The focus will be on the role of air ambulance teams in improving pre-hospital paediatric care, addressing challenges in treating paediatric patients, and discussing strategies for better outcomes, including targeted education for paramedics. The discussion will explore how air ambulance teams can share knowledge with other ambulance clinicians to maintain high standards of care for paediatric patients and support colleague wellbeing.

Dr. Sophie Mitchinson | Air Ambulance Charity Kent Surrey Sussex

Gender-based barriers and enablers in optimising inclusivity in UK PHEM.

- The UK HEMS workforce largely consists of paramedics and doctors from various specialties, with a majority of female professionals; however, most positions in the PHEM setting remain male-dominated. A round table discussion will summarise insights and agreed actions from the KSS-facilitated symposium 'Optimising Inclusivity in PHEM' held in September 2024. This event gathered representatives from air ambulance charities and ambulance services to address gender-related barriers to inclusivity, including issues surrounding pregnancy and return-to-work, aimed at driving positive change.

Jordan Ellis & Emma Byrne | East Anglian Air Ambulance

Aftercare service development and feedback.

- Collaboration with psychology PhD students has been established to analyse the prevalence of PTSD, anxiety, and depression in patients, relatives, and bystanders supported by the service. The findings will highlight patient outcomes and provide solutions for achieving long-term positive results and measuring success in the Aftercare service.

James Yates & Dr Simon Laing | The Resus Room

The evolution of pre-hospital emergency medicine.

- The journey of professional evolution and development in prehospital emergency medicine will be explored, focusing on personal experiences as PHEM practitioners. The discussion will highlight the non-clinical aspects of the role, using evidence, critical analysis, reflection, storytelling, and humour to examine the skills required and how these are developed in practice.

Marjan Schoeke | Vertical

Electric Vertical Take-Off and Landing aircraft.

- Electric Vertical Take-Off and Landing (eVTOL) aircraft offer innovative transportation solutions for medical applications, from on-demand "pilot-doctors" to transporting medical personnel and supplies. Vertical Aerospace, a UK leader in eVTOL development, is piloting the VX4 aircraft. Insights will be shared on the commercial and operational opportunities for emergency medical services (EMS) and how these aircraft can enhance existing transportation methods.

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LEADERSHIP

Dr Tom Hurst | London's Air Ambulance Charity

Creating a culture of excellence and psychological safety.

- Is there a conflict between psychological safety and excellence? The discussion will explore how leaders can pursue high standards and provide honest feedback while ensuring that everyone feels heard and able to speak up. Key topics will include respect, belonging, and fostering a culture of support and challenge.

Claire Warner | The Air Ambulance Service

The future of volunteering: A collaborative approach to developing strategy.

- A new volunteering strategy is being launched with the aim of purposefully growing and effectively utilising the volunteer network. The session will share top priorities and explore the collaborative journey behind the strategy, highlighting key learnings and offering ideas for others starting similar initiatives. It will also consider current challenges and opportunities in volunteering, discussing the potential for shared solutions to common challenges across the membership.

Paul Ineson & Kimberley Jones | Devon Air Ambulance Trust

Leadership to achieve world class engagement.

- In today's dynamic professional landscape, the demand for effective leadership and management is critical for shaping a future-ready air ambulance culture that meets the expectations of a changing workforce. To thrive, leaders must develop a unique set of soft skills that extend beyond traditional management expertise. Explore proactive approaches to tackling these leadership challenges and the learning and development programmes created to equip the charity for future success.

Dr Andy Lockyer | Great Western Air Ambulance Charity

Global pre-hospital care: The role of UK Air Ambulances.

- UK healthcare providers have a responsibility to adopt a global perspective on healthcare, addressing inequalities and removing barriers in low- and middle-income settings. This is best achieved through reciprocal partnerships, as seen in NHS organisations. The potential role of UK air ambulances in global partnerships will be examined, focusing on collaboration to develop prehospital systems. Insights will be shared from GWAAC's global collaboration on ethical partnerships and how this approach aligns with the current UK air ambulance funding and governance model.

Jack Myers | Alder

Managing employee activism.

- Employee activism involves employees urging leadership to address social, cultural, or political issues. While it can drive change, challenges arise when employees expect public statements on topics outside the charity's mission, potentially exposing the organisation to legal risks. Charities are especially vulnerable due to their legal obligations. Strategies for managing and mitigating reputational risks from activism will be examined.

Devia Gurjar - NSPCC

Embedding EDI into your marketing.

- Devia will share her experiences of embedding EDI into marketing strategy, offering her top tips for improving equality, diversity and inclusion across marketing and communications. Key topics include the value of integrating EDI, authentically representing EDI values internally and externally, and reflections on avoiding potential pitfalls along the way.

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CORPORATE SERVICES

John Roberts | Dataro

Air Ambulance governance – Trustees and staff working together.

- The Reimagining Fundraising Initiative warns that “if we do not reinvent ourselves, we risk stagnation or decline.” Explore how charities of all sizes are leveraging AI-based tools to drive positive change in a challenging climate. Real-world case studies will showcase how adopting AI-powered techniques can be the difference between surviving and thriving, illustrating how even subtle technological adoptions can significantly impact fundraising performance and efficiency.

Adam Stacey | Charisma Charity Recruitment

Building your charity dream team! Attracting top talent from entry level roles right through to your trustees.

- Attracting the right talent is essential for the success of any charity in today’s competitive landscape. Insights will be shared on recruiting across the charity sector, covering entry-level positions to senior leadership and trustees. Key strategies for sourcing talent will be explored, focusing on making your organisation appealing to diverse candidates and ensuring the right mix of passion, experience, and commitment. Actionable advice will be provided for creating a robust recruitment strategy, whether scaling operations or refreshing your board.

David Löbl | ERC System

Revolutionising medical air transport:

The future of electric Air Ambulances for patient care.

- The fully electric vertical take-off and landing aircraft developed by ERC System have the potential to transform medical air transport. This presentation offers an exciting look at the advancements in electric aircraft for emergency and patient transport. Aircraft significantly increase speed compared to ground ambulances, while greatly reducing costs compared to traditional helicopters. As a result, they will play a vital role in expanding access to life-saving medical transport, allowing more people to receive high-quality care in the shortest possible time.

Pete Hawkins | Hawkins Charity Consultancy

Trustee and organisational development.

- The critical role of the charity Board will be explored, focusing on key areas of governance, the Trustee role, and the relationship with the executive team. Various governance styles will be discussed, along with common pitfalls to avoid.

Alyssa Albon | Corndel

Professional development programmes.

- Corndel is partnering with Air Ambulances UK to offer fully funded professional development programmes for charity members. This session will introduce Corndel, highlighting how apprenticeships align with your charity’s strategic goals and upcoming development opportunities for 2025.



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