

11TH ANNUAL CONFERENCE

Date:

Tuesday October 15 to Thursday October 17, 2013

Venue:

Bedtime Hotel and Pastoral Centre, Koforidua

Theme:

“Sharing What Works: NCHS’ Innovative Contributions to Ghana’s Health Care Delivery”

Written By:



Oasis Generation Ltd. (OGL) was established in 2007 with a view to **providing personalized and independent event management and marketing solutions** for the growing corporate Industry. Over the past few years the nature of the events we have been involved in has steadily expanded. We understand perfectly the philosophy behind using an events medium to package and promote products to trigger interest in and sales of products and services.

The OGL team is totally committed to delivering impeccable results. Our events and marketing solutions radiate energy and passion and we work to ensure the satisfaction of all stakeholders.

Our services

- Event Management
- Marketing
- Information Technology
- Graphic Support (designing) and Commercial Printing

SOME CORPORATE CLIENTS



SOME PAST EVENTS

January 2008	Grand Opening of Tema Central Mall (TCM)
March 2010	Total Woman 2010 (A seminar for ladies in selected Senior High Schools in Accra)
December 2010	Christmas with Danny Nettey (A Christmas concert with Danny Nettey and Friends - Nii Okai, Ps. Helen Yawson, etc.)
October 2011	Highland Prayz featuring Minister Danny Nettey and Chevelle Franklyn from Kingston-Jamaica at the National Theatre.
February 2012	Calvary Baptist Church Breakfast Meeting

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Introduction

Oasis Generation Ltd. (OGL - an event management, marketing, PR and Printing company) was contracted by the National Catholic Health Service (NCHS) to help with the;

1. Implementation and coordination of its 11th Annual Conference
2. Designing of a 12 page Event Brochure
3. Printing of Banners (3) and hang them at strategic points around Koforidua.
4. Organizing transportation for Educational trips to Boti Falls, Cocoa Research Institute and Intravenous Infusions and
5. Photography

Haven organized the 10th Annual Conference, we had a much better idea of what the NCHS conference is all about and what the stakes were. Meeting the NCHS Director for Health and Miss. Abigail Yayah (liaison between OGL and NCHS), we were informed of the fact that this year's conference will take place in Koforidua in the Eastern Region.

VENUE/ACCOMODATION

Our first assignment was to arrange accommodation for two hundred participants with each person having their own room. OGL immediately started gathering information via the internet on hotels in Koforidua and the Director for Health, Mr. George Adjei also recommended a few hotels for us to consider in our information gathering. We after gathering enough information took a trip to Koforidua to get rates and make necessary bookings/reservations for participants. To avoid participants complaining about the standard of their rooms and the facilities available, it was agreed that after making the reservations with various hotels, details of each room and price will be sent to all institutions who will in turn make these details available to their members so they can directly and personally make their own decisions on where to stay and how much to pay for accommodation.

Our report from the trip is attached to this report as "**Appendix 1**".

All efforts to get a rebate from Capital View Hotel which we ear marked to be the main conference venue failed and as a result, Miss. Abigail Yayah took a trip to Koforidua in hope to get better rates from Capital View Hotel but that also failed and so she went into a discussion with Bedtime Hotel and that proved to be more productive since they were willing to give us rates that were affordable for participants.

List of Facilities Used for Accommodation

1. Bedtime Hotel
2. Catholic Pastoral Centre
3. Partners hotel
4. Capital View Hotel Annex

5. Oak Plaza
6. Koforidua Guest House

REGISTRATION

Registration of participants was fully done by staff of the Health Directorate from Accra. Some participants registered ahead by paying into a bank account given to them by NCHS and so on the day, such individuals just showed their pay in slips as proof of payment. Other participants however paid cash on the day of registration upon arrival on Monday October 14, 2013.

Registration Pack for each participant included;

- Branded Conference Folder
- Branded Conference Note Pad
- Pen
- Branded Polo Shirt (embroidery)
- Conference Brochure
- Name Tag
- Food Chits

SUNDAY OCTOBER 13, 2013

Given the fact that all activities of the conference excluding the opening ceremony was going to be held at the Pastoral Centre, our accommodation was at the pastoral centre.

We (OGL Team) therefore arrived at the Pastoral Centre at about 7:45pm and we went straight to have supper after which we joined the NCHS staff around to prepare for the conference. Some executive secretaries also arrived on this same as well as the Director for Health awaiting the executive secretaries meeting on the next day Monday October 14, 2013.

MONDAY OCTOBER 14, 2013

On Monday October 14, 2013, the OGL Team went to Bedtime Hotel to meet Eva (marketing manager of the Hotel) to get the necessary assistance needed to set up the conference room and to also mount canopies for exhibition for the opening ceremony. Mr. Paul Adusei (manager of the Pastoral Centre) agreed to take care of the arrangement of canopies, chairs and tables for all the days that we will need them.

DAYS IN RETROSPECT

DAY 1 – TUESDAY OCTOBER 15, 2013

After breakfast for all participants came to Bedtime Hotel for the opening ceremony. The opening ceremony however was preceded by morning mass which started around 9:36am with Bishop Joseph Afrifah-Agyekum (Bishop for Health) saying the mass.

The opening ceremony started at approximately 11:00am. Invited guests present at the ceremony were Bishop Joseph Afrifah-Agyekum (Bishop of Koforidua Diocese and Bishop for Health, NCHS), Hon. Mavis Frimpong (Deputy Eastern Regional Minister), Mr. George Adjei (Director for Health, NCHS) Nana Baffour Nyantakye Tutu Boateng, (Krontehene of New Juabeng Tradionational Area representing the Paramount Chief of New Juabeng Traditional Area), Dr. Mark Damien Dedzo (Chairman of the Ceremony).

Media present was TV3 News, Ghana News Agency (GNA), Graphic Communications, Sun Rise FM and GBC Radio. GTV News could not make it as a result of the fact that this same day was a National Holiday marking Idl Adhar (Muslim Holiday) and they had to go cover their prayer session.

The opening ceremony ended at approximately 1:36pm. Whiles the morning mass and opening ceremony was ongoing however, the registered exhibitors signed on setup awaiting for the official opening of the exhibition which was scheduled to take place after the opening ceremony.

Exhibitors present at the opening ceremony are as follows;

1. African Global Pharma
2. M&G Pharmaceuticals Ltd.
3. Sinopharm
4. Surgecare & Pharma Ltd.

Immediately after the opening ceremony, a group photograph was taken but as a result of the large number of participants and the space available for the group photo, participants were divided into two groups and their photo taken accordingly. After the group photo, the exhibition began. Whiles the exhibition was on going, participants were served lunch.

EDUCATIONAL TRIP

Not too long after lunch was served, busses from the Metro Mass Transport Unit arrived to convey the participants for the scheduled Educational Trips. The trip to Intravenous Infusion however did not come on due to the fact that this day was a National Holiday and so they did not work. We therefore arranged with the Metro Mass Transport Unit to change the route of the buss going to intravenous to join the one going to Boti Falls since Cocoa Research Institute could take a limited number of visitors at a time unlike Boti Falls. For this reason, we had to pay extra GHS200.00 since the trip to Boti Falls cost GHS350.00 and that to Intravenous Infusion cost GHS150.00.

Participants who went on the educational trip however were about one hundred and twenty (120) for which reason the third buss supposed to go to Boti Falls was returned back to the yard. We immediately called the manager on duty to explain the situation and he asked that we bring a letter requesting for refund.

The busses took off at 2:45pm and they returned at about 5:35pm and supper was served at 6:15pm.

After supper which was served at Bedtime Hotel in take away packs, we went to the Pastoral Centre to setup the main hall for the next day's activities.

DAY 2 – WEDNESDAY OCTOBER 16, 2013

Morning Mass was at 7:00am after which breakfast was served. After breakfast, there was a presentation by Pharmanova and ... on their products and services to all participants and institutions present.

Snack was served at 11:00am and it was prepared for one hundred and fifty (150) people which while the total number of participants was one hundred and eighty a result of which we went to town to get some meat pies and soft drinks to supplement what was provided by the caterer. This shortage was due to the fact that the caterer said she wasn't informed about the increase in the original number of one hundred and fifty (150) participants given to her by the coordinator of food.

After snack, participants were put into small groups which rotated after every one (1) hour for mini courses on the following topics;

- a. Facilitation Skills
- b. Building QI Teams and
- c. Sustainability of Health Services

Lunch was ready at 2:00pm and on the menu was Banku and Rice Balls. The soups available were Okro, Palm Nut and Ground Nut. There was chicken, fish and cow meat also available for participants to choose from. The challenge with Lunch was that the rice balls were not properly done and so it was dished with ladles and it look liked rice porridge. Lunch was supposed to be served at 1:00pm instead of 2:00pm.

At about 3:30pm, participants returned to their various groups to continue with the mini courses.

Supper was ready at 5:28pm but the mini courses were still on-going but participants started coming out around 5:40pm and so the caterer started serving at 5:45pm.

After lunch, we setup up the main hall at the Pastoral Centre for the next day's key note address scheduled for 8:00am.

DAY 3 – THURSDAY OCTOBER 17, 2013

Major activities for the day included A Key Note Address, A motivational Talk and Dinner Dance at Bishop Joseph Afrifah-Agyekum's residence.

Morning mass was at 7:30am and after, there was breakfast around 8:15am. Mr. Albert Ocran (Motivational Speaker and C.E.O of Combert Impressions) gave a motivational talk on the topic; "Leading for Improved Sustainable Health Service". This session lasted for one hour, fifteen minutes (1hour, 15 minutes).

Instead of snack, there was another talk on "Patient Safety" by Dr. Which also lasted for one hour, five minutes (1hour, 5 minutes).

Snack was at 11:20am after which participants were again put into three (3) groups this time for seminars on the following topics:

- a. Patient Safety
- b. Data Analysis Using Excel
- c. Promoting Total Organizational Learning

At 1:30pm, lunch was served and when lunch was almost over, we went to the Bishop Joseph Afrifah's house to start setup for the dinner which was scheduled to start at 6:00pm prompt. Setup was however completed by 5:00pm then it started raining till about 5:30. Upon the arrival of Mr. George Adjei, Director for Health, he had a brief meeting with the hosting Bishop and they decided we move back to the Pastoral Centre for the dinner so we re-packed everything and went back to the Pastoral Centre. We used the centre's hall and the entire top floor to have the dinner. Dinner was delayed as a result of this but at about 7:20pm we began serving dinner at which time Bishop Joseph Afrifah-Agyekum was around. Bonah and Nat were the MCs for the night. The dinner ended around 9:00 pm we cleared the hall re-arranging the place as it was.

DAY 5 (CHECK OUT AND DEPARTURE) – FRIDAY OCTOBER 19, 2012.

In the morning, all participants who hadn't left yet (some left very early in the morning and others at dawn) had breakfast and after packed their things and departed to their various institutions and regions.

By 11:00am everybody was gone but before we (OGL) left, we went to the Metro Mass Transport Unit to submit the letter for refund and we were told the accountant who will process the request comes around only on Tuesday at 9:00am so we should keep the letter and come the following week at 10:00am to see her (the accountant) and present our documents for her to process the cheque for us. We were also made to understand that a 10% will be taken out of the GHS350.00 and the remaining written as cheque in the name of the institution and per Ms. Abigail Yayah's direct, National Catholic Secretariat.

FINANCE

OGI was given a full payment for the following items.

Item	Qty.	Unit Price	Total Cost
		GHS	GHS
Banner(4x12)	3	65	195
Wooden Plagues	4	280	1,120
Crystal Plague	1	260	260
Total			1,575

NB. The following fees are yet to be paid

Item	Qty.	Unit Price	Total Cost
		GHS	GHS
Graphic Design Works	1	250	250
Transportation	1	300	300
Balance for photographer	1	100	100
Service Charge	1	3,000	3,000
Total			3,650

CHALLENGES

The following are some of the challenges we encountered in managing this year's conference;

1. Limited staff at the Pastoral Centre to handle setup: The staff at the Pastoral Centre who's responsibility was to handle setup for all event were but a few and to make matters worse, they were all ladies which made it difficult for them to take care of physical arrangement of tables and chairs.
2. Lack of proper communication: This resulted in the shortage of snack for some participants which created an impression to participants that the event organizers didn't have control of the event. Some participants even made comments that OGI needed chastisement due to the fact that food delayed because they assumed that since we were the event management company in charge of the conference, all issues related to the conference was fully handed over to us. Ideally, participants should be made aware of what exactly we have been contracted to do so as to avoid wrong impressions being created.

3. Delay in serving Lunch on Wednesday October 16, 2013: Lunch on this day was delayed for one (1) hour which actually ended up as one of the down turns of the event.
4. Limited Staff from Caterer: The caterer's staff strength was very small(3 waiters) and as a result of this, the OGL team as well as some staff of the Health Directorate had to be fully involved in serving of food and providing other catering services to participants, this made the food sessions look very disorganized and unprofessional.
5. Drivers wanting to eat before participants: Despite the fact that drivers from the various institutions did not pay to be served food, they wanted to be served as such and in making sure that didn't continue upon realizing that some had already gotten food while participants were yet to be served, they felt offended and discriminated against.

IMPROVEMENTS

1. There was enough water this year for participants this we believe was due to the fact that sachet water was available to supplement the bottled ones.
2. Accommodation arrangements were very good as a result complaints of not having good accommodation was non-existent, at least, we didn't get any complaints in that direction.

RECOMMENDATIONS

Given some of the challenges we faced as event managers, we humbly but strongly recommend the following to NCHS going forward;

1. There should be a written MOU between DOH and all contracted companies/individuals on clear deliverables and timelines with appropriate sanctions to hopefully help curb delays in serving food and the quality of food served for that matter
2. All participants with special diet issues should make DOH aware two weeks before the event to avoid last minute arrangements which could lead to disappointments in preparing such special foods
3. Registration should be done online to help reduce the work load on the day of arrival. A simple web-based registration platform can be created for this purpose which will be a plus to DOH's work in making things easy for participants.
4. All institutions should be given two deadlines; the first is to confirm their participation and the second for payment of at least 70% of the administrative charge for the conference.

5. OGL should be given the opportunity to organize next year's annual conference given the clear improvement in this year's conference.

APPRECIATION

OGL would like to take this opportunity to once again say a very big thank you to God Almighty for his grace throughout this project.

We will also want to say thank you very much to Mr. George Adjei, (Director, Health Directorate), Miss. Abigail Yayah, Mr. James (Finance Manager, DOH) and all the staff of NCHS Accra for your immeasurable support, we are very grateful and we pray the blessing of God Almighty upon you and your household.

Thank you!

CONCLUSION

All in all, the 11th Annual Conference was a 90% success but for the challenges above.

With proper coordination and effective communication, next year's annual conference will be better and bigger than this year with a lot of pleasant memories to reminisce.

We trust that this year's conference has restored to a large extent confidence in the NCHS Annual Conference to participants and as a result we trust the number of participants for next year 2014 will increase. We look forward to the opportunity of organizing the 12th Annual Conference wherever it might be held in the country and we trust we have justified fully and convincible the need for our services.

Once again, thank you for the opportunity

Submitted by: **OASIS GENERATION LTD.**

Date: **Thursday October 24, 2013.**