

2010 Virtual ICT Conference Breaks Attendance Records

More Than 5,400 Exhibitors, Speakers and Attendees Gathered to Network and Learn Online

PHOENIX – The fourth annual Virtual ICT Conference on Professional Development, developed by Virgo Publishing, LLC, and *Infection Control Today* magazine, is the industry's first 100 percent virtual gathering for infection prevention and control professionals. More than 5,400 professionals registered for the event, with more than 2,900 attending live from their office or home computers throughout the unique two-day online conference.

"As the platinum sponsor for the 2010 ICT conference, 3M is really pleased with the results," says Kurt Biedermann, business communications supervisor at 3M Health Care's Infection Prevention's Division. "Booth traffic and participation by ICT attendees exceeded our expectations and we look forward to continued interaction in the coming weeks as we respond to the many inquiries we received. Thank you ICT for hosting this premier event."

Held Feb.9-10, 2010, the conference featured 11 educational presentations from leading infection preventionists as well as a virtual exhibit floor hosted by 17 exhibitors. Attendees were able to interact with representatives from companies such as 3M Health Care, STERIS Corporation, BD, CareFusion, Medline Industries, and others from the convenience of their computers, as well as network with colleagues across the country and more than 400 individuals from around the world.

ICT conference attendees were able to explore the tradeshow floor, view first-run presentations, win prizes, network, chat with their peers and exchange v-cards free of charge during the event.

"The virtual conference was terrific," says Stephanie Diem, RN, BS, clinical director at the Washington Square Endoscopy Center in Philadelphia. "In this environment of dwindling resources, it is practically impossible to attend conferences. The virtual conference is a wonderful medium: educational and interactive. I was so happy to be 'snowed in' so I could participate 'live' in the conference. The price is right and the availability of CEUs is paramount. If this is the future of continuing education, I'm for it! Thank you for such a relevant event."

"This is my first year attending the ICT Conference on Professional Development, and I am impressed with the quality of the conference, including the speakers, the topics covered, the availability of vendors, and the ability to chat with infection preventionists from all over the U.S.," says Mary Anne Johnson, RN, BSN, CIC, COHN-S, infection control/employee health/safety coordinator at Blue Ridge Regional Hospital in Spruce Pine, N.C. "With the pressure on small hospital IPs to reduce spending during this time of national recession, I have not been able to attend as many continuing education events as in previous years. This conference has helped me to get the CEUs that I need at no expense to my employer besides my time and internet access. I am going to encourage all of my colleagues to attend next year. My thanks goes out to the ICT staff, and 3M for this marvelous opportunity. Bravo!"

"What a wonderful experience!" enthuses Pam Goodrich, RN, at Mountain Home Surgery Center in Mountain Home, Ark. "I'm a 34-year experienced nurse, but none of that experience has been in infection control. I recently became OR supervisor/infection preventionist for an ambulatory surgery center. The ICT Conference on Professional Development has been a wealth of information to me and all in the privacy of my home office. I'm looking forward to the next one!"

The ICT conference far exceeded my expectations," says Ann Fishburn, practice administrator at Central Washington Podiatry Service. "It was well organized and offered speakers that were able to clearly disseminate valuable information. The Chat Lounge was a terrific way to share ideas and comments between sessions. I look forward to more seminar opportunities that don't involve travel. Highly recommended!"

"I found the ICT conference to be a great opportunity to receive current information without the expense of travel and the time away from the office," says Cathy McIntire, RN, CNOR, director of infection prevention at Southeastern Med in Cambridge, Ohio. "Some of our SPD staff were able to attend Nancy Chobin's presentation, and what a great opportunity because she is always excellent! I appreciate the efforts of 3M and the ICT staff for making this conference available, especially in these tough economic times! The continuing education credits were a plus!"

The fourth annual ICT Conference on Professional Development provided attendees with six complimentary contact hours of continuing education, accredited by the ANCC and the Arizona Nurses Association, that addressed infection prevention imperatives such as meeting new CMS regulations; making the business case for infection prevention to institutional leaders, complying with myriad guidelines; infection prevention best practices for the OR, sterile processing department and environmental services, and much more.

"I personally thought this year's conference was the best yet," says Libby Chinnes, RN, BSN, CIC, an independent infection control consultant with IC Solutions, LLC, in Mt. Pleasant, S.C., who has been a returning member of the conference faculty for several years. "What a wonderful way to hear respected colleagues in the field of infection prevention and control right in the comfort of your own office (and free of charge too!). In addition to continuing education, I gained lots of valuable tips from experts and also insight into many critical infection prevention functions."

All attendees will have the chance to access the archived event for the next 90 days. Individuals wishing to see these presentations on-demand 24/7 may still do so by visiting <http://event.on24.com/r.htm?e=168673&s=1&k=58B422FE3BD20FCBC7634083995FC9FA>.

For information about a future conference, including early-bird pricing options for the multiple sponsorship levels, contact ICT publisher Bill Eikost at weikost@vpico.com or (480) 990-1101, ext. 1191

About the ICT Conference on Professional Development

The ICT Conference on Professional Development is a virtual, online trade show and conference. The focus of the show is to facilitate learning, networking and professional growth opportunities for all involved in the infection prevention industry. The conference provides all the benefits of a top tradeshow without the cost, travel or hassle normally associated with traditional events. For more information, visit www.ictconference.com.