



The Oceanic Palliative Care Conference (21OPCC) is the leading conference in the Oceanic region for anyone who is interested in quality palliative care and end-of-life care, thought-leadership, information, and ideas. Contracting Croakey Media Services for September 2021, ensured PCA maximum media coverage to a wider audience across health, medical and social sectors. Croakey published in-depth news features previewing and promoting the conference, and Croakey journalists live Tweeted the conference across the conference and pre-conference events, contributing to our conference trending on the 9th of September 2021. Croakey also allowed PCA to manage the @WePublicHealth twitter account, which further helped us share the conference to a bigger audience. In total Croakey provided eight articles and an hour-long podcast post-event. Delegates noted the interaction with Croakey as a great asset to the event and it was a pleasure to work with such a committed, talented and diligent group of professionals. Thank you again for your work, and we hope to continue our relationship in years to come.

Kellie Sydlarczuk

National Events Coordinator, Palliative Care Australia