

Research Into Practice Conference 2025



How Marie Curie
delivered a globally
accessible virtual
conference to improve
end-of-life care



BACKGROUND & OBJECTIVES: SHARING RESEARCH THAT ACTUALLY GETS USED

“We wanted to ensure we share evidence as far as possible — to inform and inspire attendees, and ultimately improve end-of-life care for all.”

Marie Curie’s Research Into Practice Conference 2025 was designed to share the latest palliative and end-of-life care research — with the ultimate goal of improving experiences of people at end of life and those that care for them.

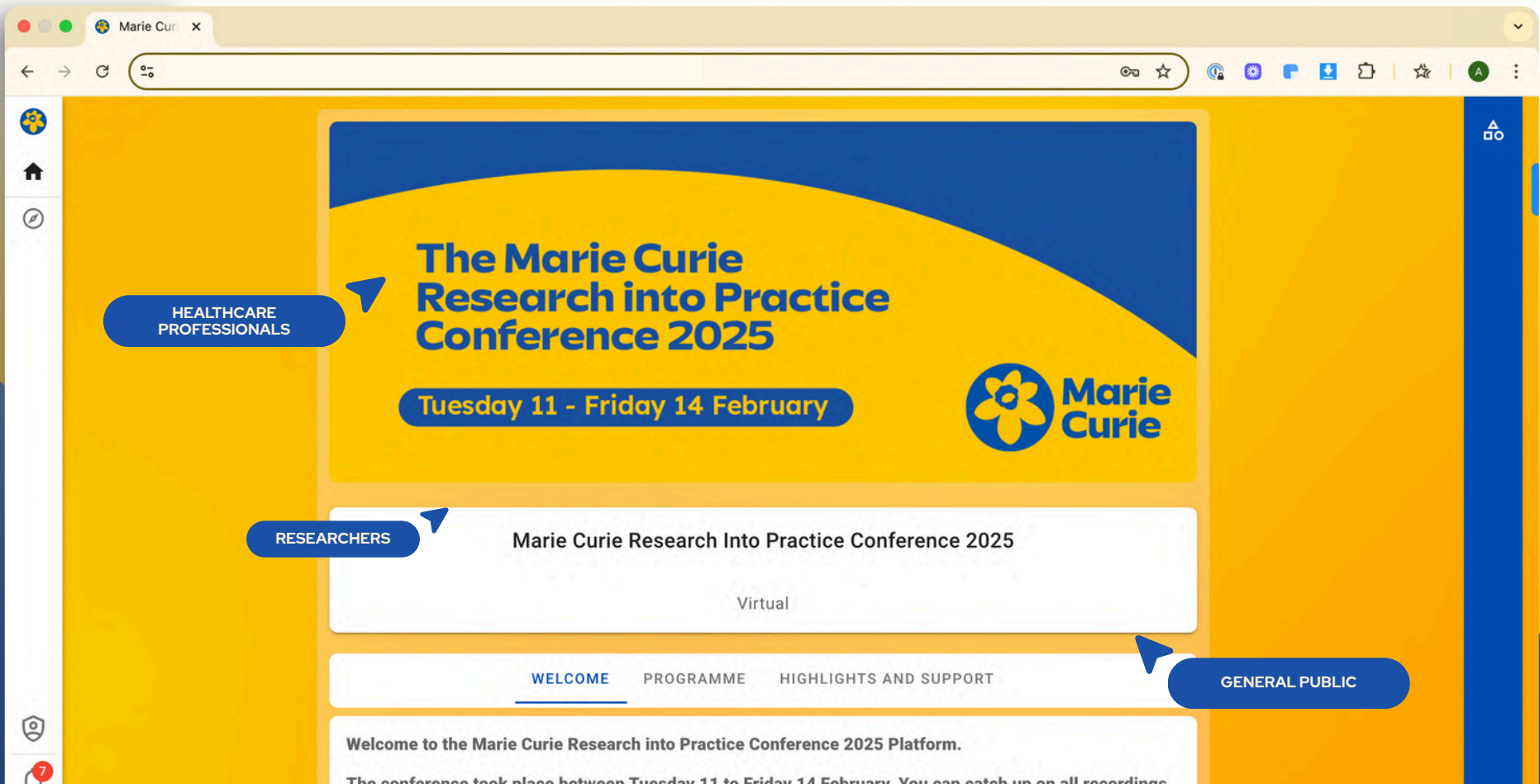
As well as presenting findings live, the event aimed to foster collaboration among practice-based professionals across the globe, reinforce Marie Curie’s leadership in the sector and support practitioners through accessible, on-demand content.

WHY IVENT PRO? A PLATFORM THAT FELT LIKE PART OF THE TEAM

“We felt the team was engaged with the conference and took genuine interest in its success.”

Marie Curie found Ivent Pro after receiving a recommendation from a peer charity. The team needed a virtual event platform that offered both the advanced functionality they required and a commercially sensible solution aligned with their budget and goals.

Key reasons for choosing Ivent included...



SUPPORT THAT SHOWED UP AND STUCK AROUND

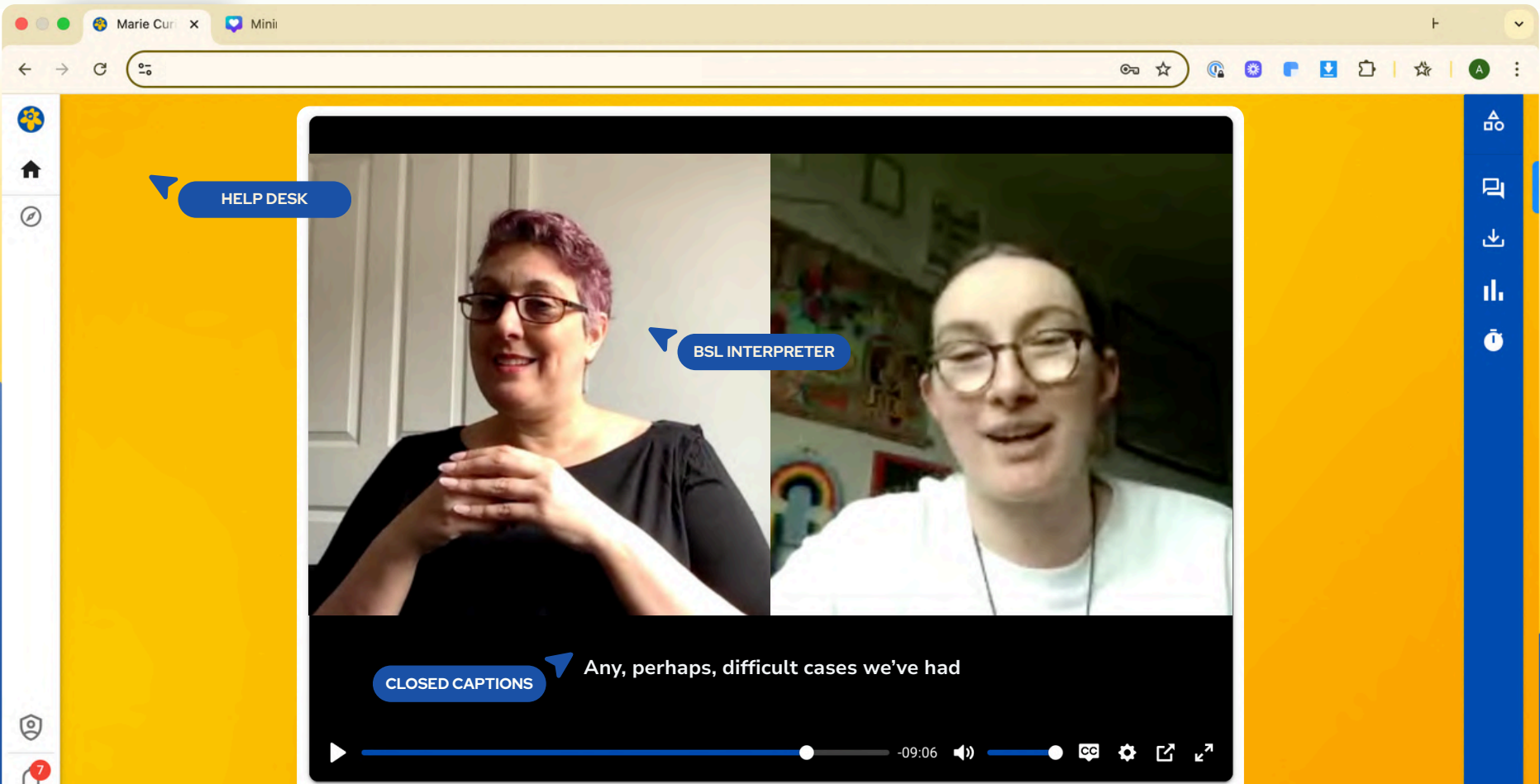
“We used the white glove service and found this very useful as first-time users.”

As first-time users, the team appreciated having a clear onboarding structure combined with responsive, hands-on support. The setup process was collaborative, with regular check-ins that allowed them to learn the platform quickly while staying focused on delivering the event. This balance of guidance and autonomy gave them the confidence to take control where needed, knowing help was always within reach. On the day, a dedicated help desk provided timely reassurance — not just for attendees, but for the organisers too — with clear communication and fast responses that helped reduce friction during live sessions.

ACCESSIBILITY THAT DIDN'T NEED FIGHTING FOR

“The team were flexible in findings ways to meet communication needs, including captions and interpreting.”

Accessibility was a priority from the outset, and the platform supported this in both setup and delivery. With guidance from the iVent team, the organisers were able to include BSL interpretation for a key session focusing on palliative and end of life care for deaf people — this was especially meaningful, as the presenter of that session was deaf. Closed captions and screen reader compatibility further widened access, and recordings were made available on-demand for those with conflicting schedules — a common reality for busy healthcare professionals. While a workaround was needed for one blind user, overall feedback indicated few barriers to participation and a largely accessible experience.



FLEXIBLE, FAST, AND IN OUR HANDS

“iVent has flexibility to change things as we require them”

The team found the platform flexible in ways that mattered — both in terms of visual branding and practical control. Unlike other systems they had used in the past, which were more rigid or required external support for small changes, lvent Pro allowed them to adapt the environment to their needs. They could update content, make layout adjustments, and align the visual setup with their identity — without long waits or technical blockers. Being able to log in and make tweaks themselves helped the organisers work more efficiently and stay in control of the process, especially as the event took shape in real time.

NOT JUST POSTERS – ACTUAL CONVERSATIONS

“I think some poster authors [at previous events] were kind of a bit saddened that... they didn’t really feel like [they were] connected to it. So having that chat and that presence this time was really nice.”

The ability to showcase posters within dedicated content spaces gave presenters more ownership over their contributions and made it easier for attendees to engage with specific research. Authors appreciated having their names, contact details, and content clearly displayed in one place, while the team found it helpful to share direct links when navigation questions arose. Compared to past platforms, where posters were difficult to access or felt like an afterthought, this setup was more visible, practical and better aligned with the collaborative nature of the event.

Marie Curie

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or alongside support from a bereavement support volunteer.

- The *My Grief My Way* prototype was launched in January 2024 and subsequently tested over a 9-month period.

Results

- 27 participants were recruited between February and July 2024. These were 23 female and 4 male with a mean age of 51 years (range 23-77 years).
- 20 participants completed questionnaires at baseline and 8-weeks after access to the *My Grief My Way* website. Fifteen took part in interviews.
- Improvements in social support and psychological flexibility approached significance.
- Participants reported statistically significant improvements in mental wellbeing ($d=.82$) and coping with grief ($d=.67$). Participants described overwhelmingly positive perceptions of the intervention relating to content, navigation, language and tone.
- Benefits reported were increased understanding of grief and its impacts, feeling less alone, validation and normalisation of grief responses and better coping.

Mental wellbeing
($d=.82, p<.001$)

Social support
($d=.83, p<.07$)

Psychological flexibility
($d=.64, p<.07$)

Improvements in grief responses
($d=.33, p<.06$)

Coping with grief
($d=.67, p<.02$)


"I realise how strong I am. And how hard I can be myself. Being open with myself about my feelings and, you know, being aware of the impact of what I'm feeling and how it can impact on me."

"But to do it in my own time, in my own space, in my own home, that worked really well. For me, it's a valuable tool."

"I guess I felt there was people caring for you. So it did give you that you (MCMW) were caring, and that you weren't alone. It was there whenever you wanted it."


"It's definitely the meditation. Definitely that it's easy to sit and to have time that's yours and to just ground yourself. That was wonderful."

"The thing is, I'm looking at this (MCMW) not only for bereavement and grieving, but for life in general."



Conclusion

My Grief My Way is an evidenced-based intervention that is acceptable to bereaved individuals and is linked with improvements in coping and wellbeing. *My Grief My Way* can help ensure that more people access evidence-based bereavement support in a timely manner. Further research is needed to evaluate



🗨️ Leave a comment

CHAT

Q&A

New Messages

Marie Curie • 5:04 PM

This chat is for discussing the poster. Feel free to ask questions, share your thoughts, and engage in conversation.

• 9:42 AM

Really useful work.

• 10:02 AM

I really like how you have organised this poster - easy to find attention. Being under can see how the web organised. You had a so I assume bereavement types of death? (sudden death)

📄 PDF Download

Poster PDF

Development of an online Acceptance and Commitment Therapy intervention to improve coping and quality of life after

Results & Impact: reaching further, connecting better

Format	free to attend, 4-day online conference
Attendance	2,142 registrants 53% attendance rate
Retention	3 avg. sessions per participant
Satisfaction	79% positive attendee experience

The 2025 Research into Practice Conference met its key goals: making research accessible, encouraging practical uptake and connecting healthcare professionals and researchers around the world, delivered at strong reach.

Engagement extended beyond live talks into poster spaces and booths, where real conversations took place. The event continued to generate interest even after it ended, through on-demand content and follow-up connections.

Accessibility was noticed and appreciated. And behind the scenes, the team had the tools and support they needed to make changes on the fly and feel in control throughout.

It also did something less measurable, but just as important: reinforced Marie Curie's role as a trusted leader in end-of-life care — not just through research, but by how that research is shared among the public and professionals alike, and brought into practice.

It wasn't perfect — and that's the point. There's still room to fine-tune, but the foundation is solid. And with a clearer sense of what works and what matters, the next step is simple: reach further, share better and keep making research that improves care actually reaches the people who need it.

Ivent's collaboration with Marie Curie



Beth Walker
Head of Event
Project Management

Our collaboration with Marie Curie was both highly productive and deeply rewarding. From the outset, there was a strong sense of mutual respect and clear communication between our teams, which played a key role in the success of the project. Delivering a virtual event in support of such an important cause was a privilege, and we were proud to introduce Marie Curie to our white glove service. This allowed their internal team to focus on supporting frontline staff and key stakeholders, while we led on project delivery, technical build, and delegate communications. The partnership was a true example of how structured collaboration and a shared sense of purpose can lead to exceptional outcomes.

Planning something similar?

We'd love to help you make it happen — especially if accessibility, care, and collaboration matter to your team.

LET'S TALK

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