



**SOA26**  
#SOA26 CONGRESS

**30 June  
- 2 July  
2026**

## **SOA26 In-person - Joining Instructions**

We are delighted to welcome you to the State of the Art Congress 2026 (SOA26), taking place from 30 June to 2 July at the Birmingham International Convention Centre.

To help you make the most of your experience, we have included some important information below to help you prepare for the congress. Please take a few moments to read these joining instructions before attending. We look forward to seeing you in Birmingham.

### **Venue and Travel**

SOA26 takes place at the ICC Birmingham – Centenary Square, Birmingham B1 2EA, conveniently located just a 10-minute walk from Birmingham New Street station. Visit the website [here](#) for more information.

### **Badge printing and arrival**

On arrival at the ICC, make your way to the bank of escalators and stairs located in the middle of the ground floor. You will be guided up to the registration area on Level 4. You will receive an email before the event with a QR code, which you can then scan into any one of the kiosks in the registration area to print your badge.

If you are attending one of the pre-congress workshops on Monday 29 June, we will be pre-printing badges for you to collect on arrival, which will be valid for the whole of Congress.

Please ensure you have your e-ticket barcode ready on your smartphone/device when you arrive, so we can register delegates as quickly as possible. If you don't have a smartphone, a print-out of the email can be used instead.

Members of staff will be on hand to help should you have any questions about this process.

Please ensure you wear your badge at all times.

## **Event timings & agenda**

### **Day 1, Tuesday 30 June**

- Registration – 8:30am
- Sessions – 10:00 am – 5:15pm

### **Day 2, Wednesday 1 July**

- 5K Fun run – 7:00am
- Registration – 7:30am
- Sessions – 8:00am -6:00pm
- Social event, The Jam House, 7:30pm – 11:00pm

### **Day 3, Thursday 2 July**

- Registration – 8:00am
- Sessions – 08:00am – 3:30pm
- Congress close -3:30pm

The full programme is available to view on the website.

## **Congress App**

The official SOA26 congress app will give you access to everything you need to make your experience at the congress as smooth as possible - all in the palm of your hand.

You will receive an email directly from our app providers Mice Concierge. The email will include instruction on to log in to the app to make the most out of it.



Once downloaded, log in using the provided email address and PIN number.

App features:

- Submit questions to chairs and speakers to answer during sessions
- View the congress agenda and room locations
- Browse the ePoster library
- Receive important update notifications on the day

The Congress app allows us to be sustainable. We will not be offering printed agendas, so it's important you access the digital platform to help you find what you need on any given day.

You will also be able to create your own personalised agenda by adding sessions to your schedule. Please note, this does not mean you have booked a place. All sessions are on a first come first served basis, subject to availability.

Please note that the digital platform is only available to delegates who have registered for the Congress. Both in-person and virtual ticket holders will have access to the platform. You will only be able to view the days you have booked to attend.

### **Q&A and polling**

All Q&A and polling for both virtual and in-person delegates will be taken via the Congress app.

To participate in this interaction, please enter a session from the Agenda tile, select the relevant day and session. You can also use the search icon in the top right-hand corner.

### **Mobile phone and electronic devices**

As a courtesy to speakers and fellow delegates, you are kindly asked to switch all mobile and handheld devices to silent/do not disturb mode during sessions. Some speakers may specify that their presentation content cannot be photographed or shared - please be respectful of this.

### **Social events**

**5k Fun Run/Walk| Wednesday 1 July, 6:30am – 7:30am**

Pack your running/walking shoes and join us for an early morning jaunt along the canal. It is the perfect way to blow off the cobwebs and see a bit of the Birmingham Old Canal before the morning sessions start. This 5K route is suitable for all levels of fitness and you are free to walk if you prefer not to run.

Please meet outside the Brindley Place entrance to the ICC at 6:30am sharp.

### **Social Evening at the Jam House | Wednesday 1 July, 7:30pm – 11:00pm**

Tickets are £33 each (£27.50 + VAT) and include access to the Jam House (see venue [here](#)), three complimentary drinks and live music. It's loud, exciting and a fun night out.

If you don't already have a social event ticket, you can purchase either via the website by adding to your existing booking or from the registration desk on Tuesday 30 June or Wednesday 1 July before 4:00pm, subject to availability.

Wristbands must be worn by all guests as they feature details of your complimentary drinks allowance and also act as your 'ticket' on the night. They will be issued to you prior to the event rather than on the door, so do ensure you collect yours from the ICS Helpdesk (near the registration desks) from the afternoon of Tuesday 30 June to 4pm on Wednesday 1 June.

Please note we can only accept card payments.

\*If you have any queries about your social event ticket, please email [soa@ics.ac.uk](mailto:soa@ics.ac.uk).

### **Pre - Congress Workshops**

If you have booked to attend a pre-Congress workshop, you will receive your joining instructions for this via email from [soa@ics.ac.uk](mailto:soa@ics.ac.uk).

If you have any queries about your workshop attendance, please contact Rasa Jauneikaite at [soa@ics.ac.uk](mailto:soa@ics.ac.uk).

## **Accessibility**

If you have any particular requirements, disabilities, access or any other needs you haven't made us aware of, please email [soa@ics.ac.uk](mailto:soa@ics.ac.uk) as soon as possible to let us know how we can help.

The ICC is accessible to wheelchair users via lifts. Accessible toilets are available throughout the venue.

See [here](#) for further information on accessibility at the ICC.

More information about accessible venues, transport, mobility scooter and wheelchair hire, disabled car parking and accessible toilets in Birmingham is available via the Visit Birmingham website [here](#).

You can also search for specific services within the city and surrounding areas on the [AccessAble website](#) or app. AccessAble surveyed 10,000s of venues across the UK and Ireland, including shops, pubs, restaurants, cinemas, theatres, railway stations, hotels, colleges, universities, hospitals and more to find wheelchair friendly venues or check out disabled access and facilities.

## **Accommodation**

Delegate and exhibitor accommodation can be booked through our official accommodation provider, MICE Concierge, [here](#).

If you are a speaker who has not yet booked accommodation, please urgently contact Jo Cooper by emailing her at [Jo.Cooper@miceconciierge.com](mailto:Jo.Cooper@miceconciierge.com)

### **Badge scanning & data sharing**

Your badge may, with your permission, be scanned by exhibiting companies in the exhibition hall and at sponsored sessions. If you allow your badge to be scanned, you agree for those companies to contact you about their products, events and/or services – some of which may be promotional in nature, this overrides any previous opt outs given at the time of registration. If you do not wish to be contacted by our exhibiting companies, you have the right to not have your badge scanned when visiting stands in the exhibition hall or attending sponsored sessions. You can withdraw your consent at any time by contacting the sponsor.

### **Cancellation**

We regret that any cancellations or no shows are not subject to refund, in line with our cancellation policy. Substitutions may be made without penalty as this will help us to reduce wastage but must be received in writing by email to [soa@ics.ac.uk](mailto:soa@ics.ac.uk) prior to the event.

### **Cloakroom**

The venue has a cloakroom available on The Mall (ground floor). Please note all items are left at your own risk and charges will apply.

### **CPD certificates**

By attending SOA26, you'll earn up to 18 CPD points towards your annual appraisal by attending all three days of the congress.

You can earn up to a further 20 CPD points post-congress through on demand learning.

Certificates of attendance will be sent to your registered email address once a post-event survey has been completed.

### **Exhibition**

We have an extensive industry exhibition at SOA26. Full details of the companies exhibiting can be found on the congress website [here](#).

Please ensure you take the time to visit the stands and engage with our exhibitors.

### **Insurance**

Participants are advised to take out their own travel insurance and to extend their personal policy to cover personal possessions. The congress does not cover individuals against cancellation of bookings or theft of belongings. It is also recommended that you do not bring any luggage to the venue, unless essential.

## **Multi-faith**

There is a multi-faith room available for private prayer or quiet reflection on Level 3 of the ICC (ground floor). This will be signposted on the floorplan and signage. Please speak to a member of staff if you need help locating it.

## **Family Room**

There is a dedicated family room in Room 1 on Level 5 for the care of young children by their parents/guardian, including an area for breastfeeding. Please speak to the registration staff who can direct you to the room.

## **Quiet Room**

We will be providing a quiet room for any delegates who wish to take some time out or are feeling particularly anxious. This is Room 2 on Level 5a, where there will be no audio, only low lighting and an assortment of stress aids.

## **Parking**

The closest spaces are Utilita Arena Birmingham on King Edward's Road – for further details, see [here](#).

## **Photography and Videography**

Photography and videography will be taking place at SOA26. If you have any objections to being photographed and/or filmed, please advise the organisers as soon as possible by reporting to the registration desk or emailing [soa@ics.ac.uk](mailto:soa@ics.ac.uk). Please note, you will need to supply us with a recent image of yourself, so we can exclude you from marketing content.

### **Refreshments & dietary requirements**

Complimentary tea and coffee will be available during established coffee breaks. We will be providing a light sandwich lunch each day at designated points in the exhibition hall. The Mall at the ICC also has Londis, Pizza Express, Costa Coffee and Subway for you to purchase food to go.

We recommend bringing your own water bottle with you so that you can fill up at the Hydration Stations throughout the building.

Dietary requirements are collected during online registration. If you did not advise of any special dietary requirements (e.g. religious, intolerances, allergies) at the time of registration please advise us immediately by emailing [soa@ics.ac.uk](mailto:soa@ics.ac.uk). We will try, as far as possible, to accommodate such requests.

### **On demand access**

Sessions will be available to watch on demand within 3-5 working days post congress. (subject to speaker permissions, copyright and company approval). To watch on demand, please visit the

official congress app. This content will be available for six months after SOA26.

Please note you will not be able to participate in live Q&A when watching on demand.

## **Social media**

Follow us on Bluesky, Instagram and LinkedIn for the latest on SOA26.

You can use the hashtag #SOA26 to send us your photos, feedback and experiences at SOA26.

Please note, while we aren't actively posting on X, delegates can use #SOA26 on the platform to engage with the event.

## **WiFi**

Free Wi-Fi is available for delegates to use throughout the conference. Login details will be displayed throughout the Congress.