



International Forum on
QUALITY & SAFETY
in **HEALTHCARE**

Reconnect and rebuild

Collaboration opportunities

Reach the largest global gathering of healthcare improvers through our series of virtual events

Europe

Wednesday 9 - Friday 11
June 2021

Australasia

Wednesday 8 - Friday 10
September 2021

Asia

Thursday 25 - Saturday 27
November 2021





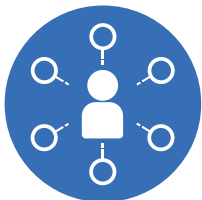
Connect with leading patient safety and quality improvement innovators and **showcase your solutions** for healthcare transformation.

Live and on-demand

We are excited to launch a series of virtual events throughout 2021.



3 day
programme



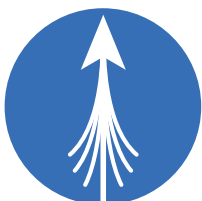
Connect
with 5,500+
attendees*



Share your expertise
host a session



Introduce your brand
to healthcare pioneers



Align your brand
with exceptional educational content



Shape the future of healthcare
let's work together

The International Forum on Quality and Safety in Healthcare connects healthcare leaders and practitioners with a programme set to inspire and empower attendees to make key improvements within their healthcare setting.



Over 5,500 healthcare professionals will participate in one or more of these events set within key regions.

Europe, Asia, and Australasia.

“Inspirational sessions from the experts with on-demand content that can fit around my busy work schedule.”

* Total number of anticipated attendees across all three events

We offer attendees a valuable virtual format

81%
of attendees rate the
International Forum
4 or 5 stars out of 5*



Position
your brand as a
thought leader
- ask us how

Our programme

Our programme is developed in close partnership with strategic partners, addressing regional needs and providing relevant learning to tackle challenges and enable healthcare transformation.

Content streams

- Safety
- Quality, cost, value
- Person and family centred care
- Improvement methods
- Building capability and leadership
- Population and public health

Key topics

- New systems for health and care post COVID-19
- The wellbeing of healthcare professionals
- Equity and inequality in healthcare
- Patient partnership
- The integration of digital in the new normal
- Patient flow and care pathways
- Accelerating change

Virtual events delivering you an engaged audience

Increase your brand exposure as attendees have **12 months of access** to session content.

Shape the future of healthcare by **collaborating** with **key stakeholders** via live and on-demand sessions.

Measure your **marketing spend** with relevant engagement metrics

* Based on 2020 attendees



Influence medical directors, healthcare managers, and senior clinicians

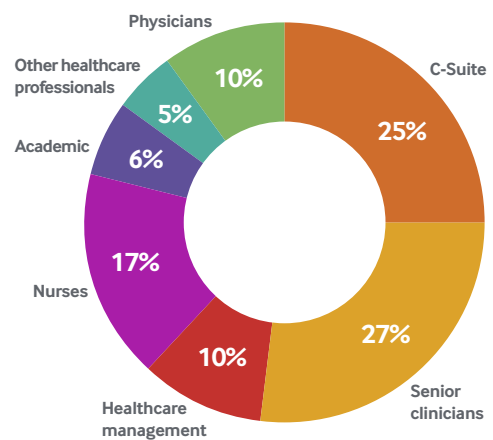
Make the right connections: over **80%** of our audience are **key decision makers**

Job titles



- Chief executive
- Medical directors
- Nursing director
- Risk manager
- Patient safety lead
- Quality adviser
- Quality improvement manager
- Healthcare management
- Programme lead
- Doctor / physician
- Nurse

Profile of attendees



We can help you target a specific region

Europe
2,500
attendee target

Australasia
1,500
attendee target

Asia
1,500
attendee target



Collaboration opportunities:

Thought leadership



Showcase your expertise: Host a session within the main programme

- **Live** or **pre-recorded** with live chat functionality for **Q&A**
- **Your logo** on our website
- **Prominent listing** on sponsor page
- **Two** attendee passes

Additional attendee passes can be purchased

Ask about:

- **Longer**, interactive workshop-style sessions
- Inviting **attendees of your choice** (eg by job title)

Running time: 45 mins

Investment: £12,000

Spotlight session: Breakfast, lunch, and evening slots

- Ideal for **product demonstration / case study***
- **Live** or **pre-recorded** with live chat functionality for **Q&A**
- **Your logo** on our website
- **One** attendee pass

All sessions available to view on-demand for 12 months post event

Running time: 20 mins

Investment: £6,000

Interactive workshop^{**}: Select your audience

- **Live session** with **invited** attendees of your choice
- **Create** an educational session with key learning outcomes
- **Your logo** on our website
- **Prominent** listing on sponsor page
- **Four** attendee passes

Support with all session content, design and delivery*

Running time: 60-75 mins

Investment: On request

NB: All prices shown exclude VAT/GST
Training available on virtual platform pre-event to ensure a smooth delivery.
All data and insights will be sent post-event.

* Educational element is advised, with learning outcomes beneficial to the audience
** Content should be educational, not promotional

On-demand content will be available for 12 months after the event.



Collaboration opportunities:

Shape the future of healthcare

Headline sponsor: Spend more with us to achieve additional branding and networking benefits*.

Roundtable:

Create new expert-led, evidence-based content

- Chaired by BMJ, we can facilitate a discussion with a **panel of experts** on a topic of **your choice**
- Outputs: **branded white paper** article and video recording to share amongst key networks
- **One** representative to observe the discussion
- **Three** attendee passes

Running time: 90 mins

Investment: On request

Ask about: Optional add-ons

- Output to be **submitted** for **publication** in a relevant **peer-reviewed** journal
- **1-1 interview** with the **experts**, recorded on video

Amplify your knowledge leadership

Inspire
your team
(groups of 50+)

Create your agenda with a bespoke package. Your networks will benefit from our QI expertise.

- **One main programme** live session
- **Showcase** your **QI/Safety initiatives**
- **Support** with the session content, design, and delivery*
- **One exclusive networking** session with **CEO / C-Suite / healthcare leaders** to share their experiences
 - **Connect** and **learn** from others at a **senior** level

and much more

Running time: 60 mins

Investment: On request

Ask about: Exclusive workshops designed for your group

- BMJ to **curate relevant speakers** on the topic(s) you choose that address **your healthcare challenges** and specific needs
- Learn from the experts

* If your package exceeds £25,000 benefit from a range of exclusive add-ons. Please note there may be more than one headline sponsor.

Collaboration opportunities:

Brand awareness



Align your brand with exceptional educational content

Sponsor profile page

- Share your collateral, videos, and white papers
- Attendees can share their details to find out more
- Insights shared post-event (views)

Investment: £1,500

Sponsor a keynote*

10-second video advert to play before the keynote session plus verbal acknowledgment during the address

Investment: £4,000

NB: The sponsor has no influence over the keynote content

Video advert

10 second video to play before main programme content sessions

£300 per session or £4,000 per stream

Digital exposure: reach healthcare improvers

Banner advertisement on relevant BMJ journal website

£2,000 per month

Banner advertisement within email alert sent to 4,000 quality improvers

£2,000 per email blast

Exclusive ePoster sponsor

- Logo visible throughout the ePoster platform
- Acknowledgment and logo displayed across all communications and emails sent to authors relating to ePosters
- Logo visible on our 'video poster' page

Investment: £2,500

Put the spotlight on your brand:

Attendee attention will be at its peak during keynotes, workshops, and e-posters. Make sure your brand is visible.

Previous supporters



“We believe that the International Forum is the premier conference around patient safety and quality.”

Aloha McBride, Federal Health Sector Leader, EY

We have a range of flexible packages.

Call today to ensure your brand is represented.



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