



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

**2,500+**  
health and care  
improvers

**100+**  
international  
speakers

**50+**  
countries

# Collaboration Opportunities

**Bella Center, Copenhagen**  
15-17 May 2023

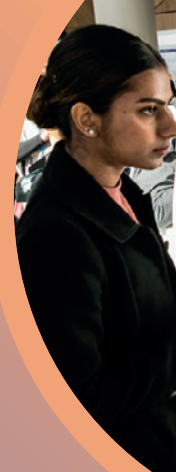
Now in its  
**28<sup>th</sup>**  
YEAR!



Showcase  
your solutions  
for healthcare  
transformation



# Work with us to:



## Shape the future of healthcare

Create a legacy of lasting change in global healthcare systems

**Become our Headline partner**



## Bring together leaders and vision makers

Align values and drive transformation

**Influence key discussions**



## Share your expertise

Introduce your thought leadership success to healthcare pioneers

**Host a speaking session**



## Make the right connections

Elevate your brand awareness

**Exhibition and networking**

Join these previous supporters enabling healthcare transformation

*"Partners can create more sustainable health systems by taking advantage of this unique networking experience."*

**Göran Henriks,**  
Chief Executive of Learning and Innovation,  
Region Jönköping County, Sweden





# What we have in store for you



3 day programme



100 renowned speakers



Connect with 2,500+ health and care improvers



8+ hours of networking

## Inspiring innovation and improvement in health and care since 1996

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 health and care setting.

**The biggest conference of its kind and we'd love to have you join us.**

Fulfill your key objectives with ease. Our packages allow you to introduce your brand to our attendees in the way that works best for you.

## Our programme

Highlighting the best delivery of equitable and safer care, and showcasing the most innovative improvement and patient safety initiatives.

### Key topics

- Supporting the wellbeing of healthcare professionals to enable staff retention
- Equity and inequality in healthcare
- Building integrated health and care systems that work
- Patient partnership
- Patient flow and care pathways
- Creating a culture of safety with human factors and learning from error
- Sustainability, how can we unite to tackle the climate emergency?

### Content streams

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



# Build connections with medical directors, healthcare managers, and senior clinicians

We can help you target a specific region or attendee type.

## 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

## Top countries attending

- Denmark
- UK
- Sweden
- Norway
- Netherlands
- Finland

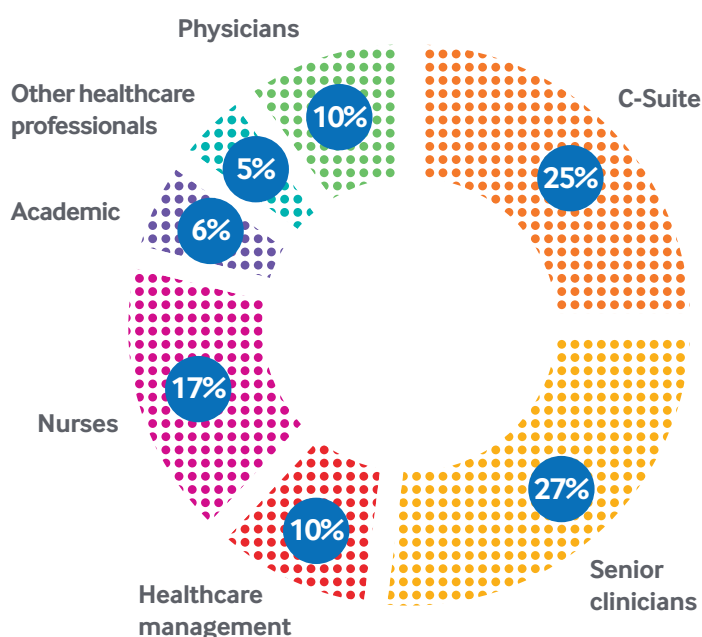
Bringing together  
**2,500+**  
health and care  
improvers

*"BMJ plays a big and important role when it comes to innovating in healthcare as a source of global knowledge. Bringing people together."*

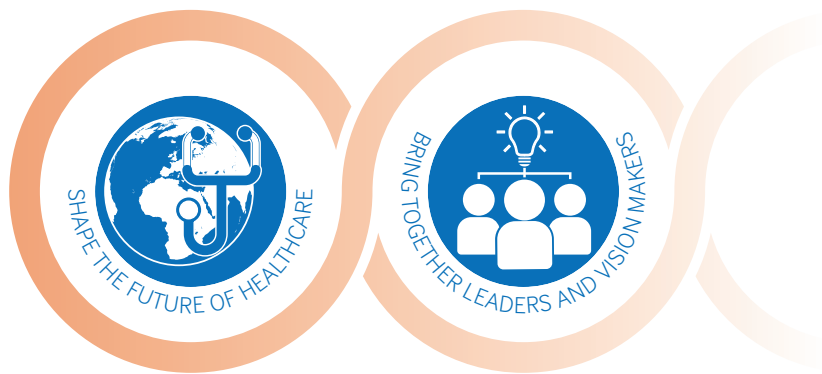
**Helen Bevan,**  
Chief Transformation Officer with the  
NHS Horizons team, England



## Profile of attendees



# Shape the future of healthcare as Headline Partner



Showcase your brand as a pioneer of transformational change, you'll find what you need right here.

Our headline partner.

Our go-to expert.

## Your package could include a range of activities that fit your needs. Choose from:

**Roundtable:** address key issues from a range of informed perspectives

**Facilitated dinner:** network and influence with invited guests

**VIP networking:** meet the decision-makers in a social setting

**Involvement in panel discussions:** share your story and expertise

**CEO session:** immerse yourself

**Experience day:** show off your healthcare facility

**Symposium:** run an event in parallel

**Main programme sessions:** showcase your learnings

- All branding you are highlighted as 'Headline Partner'

*\*pre-approved by our content delivery team*

*Price on application*

Align your  
brand with  
exceptional  
content

## Put your brand in front of healthcare improvers

*"The opportunities that the International Forum presents are far-reaching. They have the potential to change perceptions and mindsets of both healthcare professionals and the regulators of the healthcare systems within which they operate."*

**Ian Leistikow,**  
Inspector at Dutch Health and Youth Care  
Inspectorate & Professor at Erasmus University

Our experienced content team will be on-hand to provide guidance and suggestions on the best way to deliver an engaging session.

# Share your expertise



**Set the agenda** - these options give you the opportunity to **share your expertise** on your chosen topic via live speaking sessions.

## Support a Webinar

Webinars can provide industry pioneers with a credible, engaging and cost-effective learning medium. Deliver your expertise and insight to an audience eager to learn.

We can help to:

- Deliver the audience you want to target
- Explore the topics you want to address
- Identify relevant speakers
- Showcase your organisation as a digital leader
- Create a memorable experience

## Find out more



**Andy Josephides**

T +44 (0)203 655 5602  
E [ajosephides@bmj.com](mailto:ajosephides@bmj.com)



**Jessica Gatehouse**

T +44 (0)203 655 5605  
E [jgatehouse@bmj.com](mailto:jgatehouse@bmj.com)

### Main programme partner

Running time:  
60/75 minutes

Address the attendees within the programme in a topic stream of your choice

- Host a speaking session listed on the main programme
- Welcome and acknowledgement on the main stage
- Get to meet - access to a particular audience type
- 3m x 3m exhibition stand located in a prime location
- Full page advert in the event guide

### Breakfast session - 3 slots available

Running time:  
60 minutes

### Lunch session - 4 slots available

Running time:  
30 minutes

- Fully catered
- Includes two 2-day delegate passes
- Includes full marketing support, dedicated session room, pre-event delegate registration, data scanning of session attendees, an entry in the event guide, and website presence.

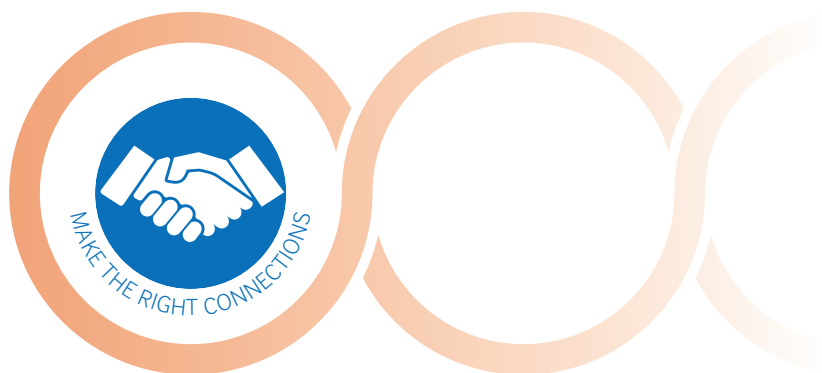
Price on application

## Book early

- slots are limited and sell-out quickly

*\*all sessions are subject to editorial guidelines, available on request and approval by Forum Programme Committee*

# Make the right connections



## Networking and lead generation

Exhibition		Early Bird Rate 31st Oct 2022	
Premium stand 6m x 3m	£7,000	£6,000	
Shell scheme 3m x 3m stand	£5,350	£4,600	
Space only stand 3m x 3m Create your own stand with this flexible space*	£5,000	£4,400	

Prices exclude VAT

\*regulations apply: stand plan must be approved pre event

### NEW

Want to make your presence known.  
Go bigger!

Host a zone with us in the exhibition hall.

International

Learning across the world in our country showcase

Safety

Demo your patient safety solutions

Wellbeing

Massage, yoga or mindfulness? Host a session or showcase your solution..

Innovation + Transformation

Learn about new ideas and discoveries

## Book early

and take advantage of early bird discounts

Exhibitors met **100+ new customers** on average\*

**100% of exhibitors** were happy with the quality of delegates

\*Based on exhibitor feedback and average number of leads obtained via previous events



### Leadership Expertise: Fireside Chats

Option to interview your CEO and relay their health transformation journey via a moderated informal chat. Bonus - no slides needed here! Fully branded stage



# Elevate your brand

Build your own sponsorship package



Exclusive branding opportunities	Cost
Lanyard sponsorship	£4,000
Wellbeing supporter Branding throughout a defined area where a range of activities will take place. Demonstrate your support for the wellbeing of healthcare professionals	£12,000
Registration partner Your brand will be visible throughout the registration journey and on-site signage	£10,000
Keynote sponsor On-stage branding and verbal acknowledgment. Collateral handed out on entry	£6,000
Poster area supporter Match your brand with our content	£6,000
Advert on holding slide	£3,000

Prices exclude VAT

\*Limited number of tiles in every package

Value enhancements	Cost
Floor tiles *	£500
Leaflet drops	£1,500
Advert in Event Guide	£1,000



## Share your objectives

We can create a flexible package that places your brand at centre stage.



**Andy Josephides**

T +44 (0)203 655 5602

E [ajosephides@bmj.com](mailto:ajosephides@bmj.com)

**Jessica Gatehouse**

T +44 (0)203 655 5605

E [jgatehouse@bmj.com](mailto:jgatehouse@bmj.com)

