



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

**Showcase**  
your solutions  
for healthcare  
transformation

# Collaboration Opportunities

A series of 3 events where global leaders meet to shape  
the future of healthcare

**Brisbane**

6-8 November  
**2024**

**Utrecht**

21-23 May  
**2025**

**Singapore**

13-15 August  
**2025**



**Bringing together global healthcare leaders**  
5,400+ attendees | 85+ Countries | 250 Speakers | 650+ posters



# Help shape the future of healthcare

Elevate your brand at the International Forum on Quality and Safety in Healthcare Conference Series. With upcoming events in Brisbane, Utrecht, and Singapore in 2024 - 2025, this premier series will gather thousands of healthcare leaders, innovators, and practitioners committed to transforming the healthcare industry.

Now is your opportunity to showcase your pioneering solutions to a global audience, build meaningful connections, and amplify your impact on the quality and safety community.

Don't miss your chance to position your brand at the forefront of healthcare innovation.

Join us on this journey to reshape the future of patient safety and higher quality of care globally.

## Reasons to participate



8+ hours of  
Networking\*



Experience  
day visits



Options to  
showcase  
your brand



Connect with  
5,400+ health and  
care improvers



Engage in  
thought  
leadership



Interactive  
exhibition  
zone



C-level audience



Social and  
networking  
activities



250 renowned  
speakers

*The international forum is the go to event for improvement in the world. You get incredible international speakers and you talk together about what that means in practice. If you're interested in quality and improvement in healthcare, the International Forum is the place to come.*



**Penny Pereira,**  
Q Community, Health Foundation Managing Director

# Empowering healthcare transformers: our programme

The programme for each International Forum is developed in close partnership with regional strategic partners. Each event showcases strategies from local experts and the international community, addressing regional needs and brings the best global learning to the region.

## A selection of our Programme Advisory Committee



**Jason Leitch,**  
Clinical Director,  
The Scottish Government



**Dr Philip Crowley,**  
National Director of Strategy  
and Research, Health Services  
Executive, Ireland



**Karen Luxford,**  
CEO Australian Council  
on Healthcare Standards



**Helen Bevan,**  
Strategic Advisor  
NHS Horizons



**Helen Brown,**  
Deputy Director-General,  
Clinical Excellence Queensland



**SF Lui,**  
Chairman, Hong  
Kong Kidney  
Foundation



**Amar Shah,**  
Chief Quality Officer,  
East London NHS Trust



**Adrian Carson,**  
CEO, Institute for Urban  
Indigenous Health



**Michael Wong,**  
Chief Manager,  
Hospital  
Authority



**Penny Pereira,**  
Managing Director,  
The Health Foundation



**Liz Keen,**  
Director Clinical Governance,  
Australian Digital Health Agency



**Albert Ty,**  
Director, Ministry of Health  
(Singapore)

## Previous speakers



**Amy Edmonson,**  
Harvard Business  
School



**Don Berwick,**  
Senior Fellow, IHI



**Pat Dudgeon,**  
Poche Centre for  
Aboriginal Health

## Streams

Safety

People

Population

Change

Science

Leadership

## Key topic highlights

- Creating sustainable change
- Crash course on safety science
- Zero harm concept
- Leadership
- Healthcare access and equity
- Workforce development and wellbeing
- Emerging technologies and digital health
- Innovation in health

## Strategic & supporting partners:



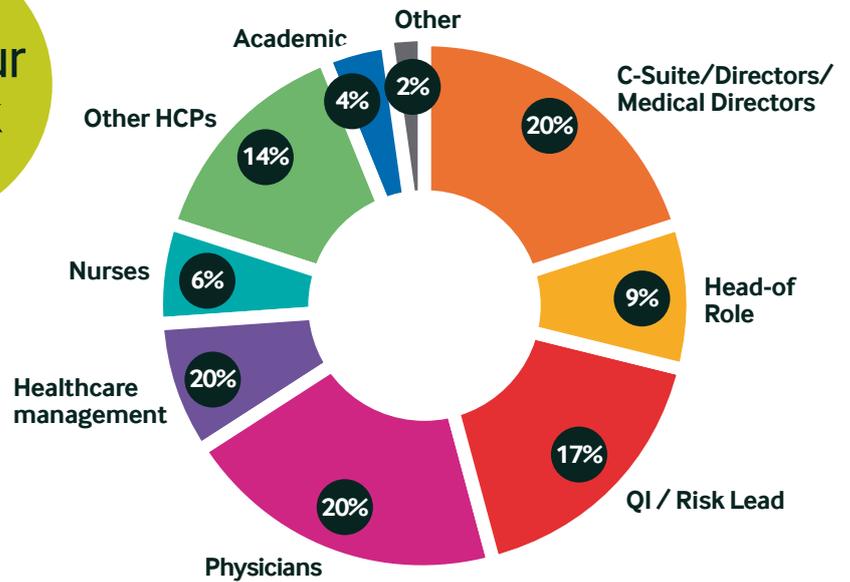
# Meet a senior and diverse audience

## Job titles

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

Grow your network

## Profile of attendees



## Countries represented/Event breakdown

### Brisbane 6-8 November 2024

1,200+ attendees

- Australia
- New Zealand
- Japan
- USA
- Taiwan

### Utrecht 21-23 May 2025

3,000+ attendees

- UK
- Denmark
- Sweden
- Norway
- Netherlands

### Singapore 13-15 August 2025

1,400+ attendees

- Hong Kong and mainland China
- Singapore
- Malaysia
- Thailand

*"The reason we keep coming back is because it's international. There are people in the specific target group that we work with, and there's a strong clinical focus. I'm having 70 or 80 conversations a day."*

**Kerrill Thornhil,**  
Founder MEG



Bringing together  
**5,600+**  
health and care  
improvers from  
**85** countries

# Shape the future of healthcare

## Headline partnership

Engage your community | Choose from these thought leadership activities

### Roundtable discussions:

- Deep-dive into healthcare transformation.
- Address key issues from a diverse range of informed perspectives.

### Facilitated dinner:

- Network and influence with our handpicked, high-profile guests.

### VIP | Networking opportunities:

- Expand your chosen network in a social setting.

### CEO Session:

- Exchange insights and strategies.

### Experience day:

- Showcase your healthcare facility.

### Main programme sessions:

- Share your expertise on a prime stage.
- Demonstrate your achievements, best practices, and impact.
- Elevate your brand's position as an industry leader.

### Bespoke workshop:

- Tailored to highlight your content goals.

### Webinar:

- Gain visibility and connect with your target audience by sponsoring an insightful webinar

### Podcast:

- Listen, learn and inspire. Share your insights about your transformation journey.

### Fireside chats:

- Share your industry insights, future trends, personal growth stories and live Q&A.

Create lasting impact  
and engagement



**Masood Jon**  
[mjon@bmj.com](mailto:mjon@bmj.com)



*"The support for our speakers at the presentations was phenomenal."*

**Wendy Karthuis-Smith,**  
Virginia Mason Institute, Executive Director

# Share your expertise with a global audience



## Deliver a programme session

Running time: 20-75 mins

- Elevate your brand as a thought leader
- Generate new leads
- Get closer to your potential customers
- Educate, influence and learn

Main programme | Breakfast | Lunch  
Micro Forum slots available

Prices vary – speak to us about your preferred timing

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

**Book early: slots are limited and sell-out quickly**

BR4

Learn how you can use AI to improve communication skills training at your institution

Supported by



*"We had a full workshop, lots of interesting conversations and questions from a range of attendees. We've had some great leads."*

SimConverse



# Make the right connections

## Networking and lead generation

Exhibition	£ GBP	Earlybird	\$US	Earlybird	\$AUD	Earlybird
Premium stand 6m x 3m	£8,000	£7,200	\$9,975	\$8,980	\$15,650	\$14,000
Shell scheme 3m x 3m stand	£6,000	£5,400	\$7,480	\$6,730	\$11,730	\$10,555
Space only stand	Custom build your own stand within this flexible space					



Prices exclude VAT/GST  
\*regulations apply: stand plan must be approved pre event

**Early bird rate:**  
Save 20% if you  
book early

### Early bird deadlines:

**Utrecht:** 31 October 2024 • **Singapore:** 28 February 2025

### Shell scheme package:

#### 3 x 3m stand package

3 x exhibition only passes  
Logo & Company profile promotion  
(website & event manual)  
Lead capture and digital app profile  
Shell scheme package  
(fascia, lighting, walls and electrical  
socket)

#### 6 x 3 stand package

6x3m stand  
1 x 2-day delegate pass  
6 x exhibition only passes  
Logo & Company profile promotion  
(website & event manual)  
Lead capture and digital app profile  
Shell scheme package  
(fascia, lighting, walls and electrical socket)

**Book your stand today**



**Masood Jon**  
[mjon@bmj.com](mailto:mjon@bmj.com)



*"One of the best event experiences. Great visibility for our brand."*

# Elevate your brand

## Build your own sponsorship package

Exclusive branding opportunities	£ GBP	\$US	\$AUD
<b>Wellbeing supporter</b> Activity to promote wellness to delegates (tbc) with prominent branding within the exhibition hall. Let your brand thrive under the spotlight. 	£10,000	\$12,120	\$19,000
<b>Registration partner</b> Your brand will be visible throughout the registration journey and on-site signage. 	£10,000	\$12,200	\$19,200
<b>Keynote sponsor</b> On-stage branding and verbal acknowledgment. Leaflet drop in the room. 	£6,000	\$7,500	\$11,700

Value enhancements	£ GBP	\$US	\$AUD
Leaflet drops	£1,500	\$1,870	\$3,000
Advert – 1 full-page advert in the event guide	£1,500	\$1,870	\$3,000
Advert – 30-second video advert to play before session	£2,000	\$2,500	\$4,000
Delegate bag (1 available)	£4,000	\$5,000	\$7,820
Lanyard sponsor (1 available)	£4,000	\$5,000	\$7,820

Prices exclude VAT | GST

Do you have additional needs? Speak to the team about our fully bespoke packages.

**Book today – our packages are limited and sell quickly!**



Masood Jon  
[mjon@bmj.com](mailto:mjon@bmj.com)

### Previous supporters:

