

NHS Clinical Commissioners Annual Member Event 2020

Virtual Event - 12 November 2020

Foreword

2020 has been an unprecedented year for the NHS and for our NHSCC members. The challenges have been huge as a result of the Covid-19 pandemic, such as how to run services safely with the right PPE, how to support workers remotely, how to manage public expectations and how to get services back up and running alongside the need to keep capacity to deal with ongoing Covid cases. And now we head into what is bound to be a very pressured Winter period.

Whilst we don't underestimate the pressure on members and their staff, we also recognise the opportunities that have arisen from working in new and very different ways; the greater use of technology, better collaboration and partnership working, and how that is shaping the conversation about what kind of NHS our members want to see come out of this.

That's why we are part of the NHS Confederation's wider Reset project, setting out our member thinking on a wide range of issues that is having real influence with decision makers. Alongside this remains the direction of travel created by the NHS England Long Term Plan; the move towards Integrated Care Systems, of which there are now 18, and the continuing pattern therefore of CCG mergers.

We also recognise the rapid way in which commissioning is changing, which is why we have titled our member event "Evolving Commissioning" - as this rightly sums up gradual change and the journey our members are on. There still many unknowns going forward around expectations, what can be delivered and what commissioning will look like in the future, so it is our role to support our members through this uncertainty with practical guidance, and channelling their views back directly to the centre. We continue to have 90% of CCGs in membership and have recently added a clinical leadership offer in response to member demand.

We have had unprecedented engagement with members as you would expect throughout this pandemic period, with record engagement on webinars, briefings, regular online meetings, which is why we believe that the inevitable decision to hold this year's event virtually rather than face to face will be of much benefit and interest to a greater number of senior leaders, particularly those furthest away, and so we look forward to welcoming more delegates than ever before.

Our event this year will inevitably reflect on Covid-19 pandemic learnings, what we have learnt, what had changed that we want to keep and what stopped that we don't want to go back to again. We will also hear from very senior figures from the NHS and Government on how they see the future unfolding, we'll look at system working, primary care commissioning, and members will be able to choose from a number of breakout sessions during the day.

It promises to be a not-to-be-missed day with plenty of practical content as well as insight that will help our members shape their organisations ready to support their patients into the future.

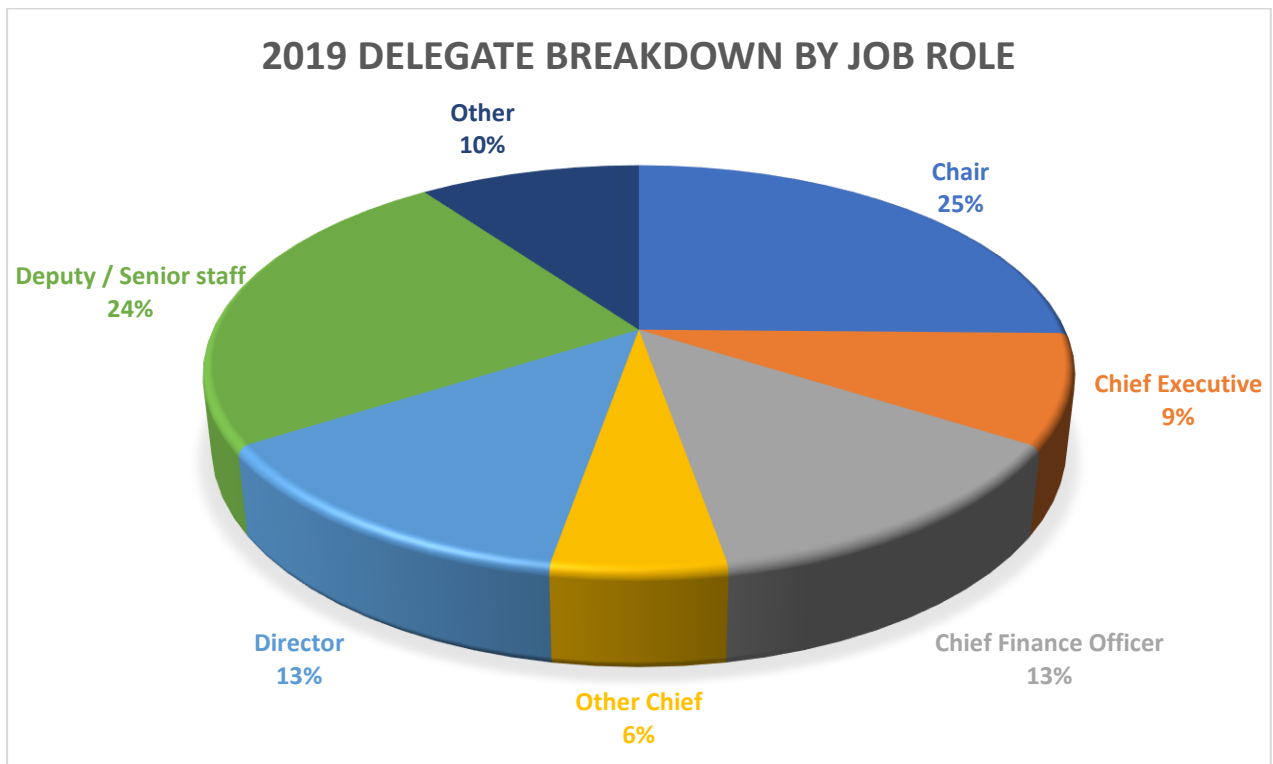
We look forward to you joining us, and on behalf of NHSCC, I look forward to working with you in 2020 and beyond.

Lou Patten

Who will you meet?

The seniority of delegates makes these events an unrivalled commercial opportunity for organisations looking to promote their products and services to this normally hard to reach audience.

Below is a delegate breakdown by job title from the 2019 NHSCC Annual Conference.*



*The delegate split at last year's NHSCC Annual Conference is based on a physical event.

NHS Clinical Commissioners – Sponsorship Opportunities

NHSCC Event Partner (maximum 2 event partners)

This exclusive package offers two organisations the highest level of visibility and branding throughout the event and maximises your involvement at the NHS Clinical Commissioners Annual Member Event with the delivery of a session on a topic of your choice, providing this is in line with the event theme. The Event Partner package at the virtual NHSCC Annual Conference will include;

- Opportunity to deliver a virtual session during the NHS Clinical Commissioners annual conference (topic and format to be agreed with NHSCC)
- Session recorded and made available to view and share across your own social assets post event
- Branding across virtual platform and in all communications to delegates pre and post event
- 30 second commercial partner video message to be played live before keynote address – partner to supply (subject to NHSCC agreement)
- 3-minute event partner video profile to be hosted on virtual event platform (partner to supply)
- Engagement metrics made available on hosted content, including who accessed virtual session (subject to GDPR)
- Virtual exhibition stand
- Opportunity to upload marketing collateral to platform for download (document size TBC)
- Note of thanks from chair
- 150-word entry plus logo in the online event / exhibition guide
- Five delegate passes to the NHSCC conference
- An entry into the 2 NHSCC members bulletins in the run up to the NHSCC annual conference (subject to content sign off from NHSCC)
- 3 tweets from the official NHSCC account to promote presence as the NHSCC annual conference 2020 event partner (subject to content sign off from NHSCC)
- 1 promotional piece of literature to be included in pre-event mailing to booked delegates to promote session (partner to provide and subject to content sign off from NHSCC)
- One post event entry to be included in the 2 NHSCC member bulletins (subject to content sign off from NHSCC)
- Copy of delegate list (subject to data protection)



Sponsor fee: £10,000 + VAT

NHSCC Event Supporter (maximum 2 event supporters)

This package offers second-tier presence to the Event Partner and offers visibility before, during and after the event. Package includes;

- A chance to address delegates at one virtual breakout session with a short speaking opportunity (max five minutes - content and format to be agreed with the NHSCC).
- Session recorded and made available to view and share across your own social assets post event
- Corporate branding on virtual platform and in all communications to delegates wherever relevant breakout session is mentioned
- Virtual exhibition stand
- Opportunity to upload marketing collateral to platform for download (document size TBC)
- 3-minute event partner video profile to be hosted on virtual event platform (partner to supply)
- Three delegate passes to the NHSCC conference
- A post-event entry in to one of the NHSCC bulletins (topic and format to be agreed with the NHSCC)
- Engagement metrics made available on hosted content, including who accessed breakout session (subject to GDPR)
- Copy of delegate list (subject to data protection).

Sponsor fee: £5,000 + VAT

Virtual Roundtable (one roundtable only)

An opportunity to sponsor a 90-minute virtual roundtable pertinent to the theme of the event on the evening of the day before (format and topic to be agreed with the NHSCC).

Supporting the NHSCC Virtual Roundtable will offer you the following benefits:

- Exclusive invite-only roundtable with up to 25 delegates
- NHSCC support to shape the session to ensure it chimes with audience
- Three places at the virtual roundtable for supporter to influence debate and guide discussions (additional places available as viewers only)
- Corporate branding on virtual platform and in all communications to delegates wherever roundtable is mentioned
- Positioning your organisation as a thought leader during this time of change
- Opportunity to form relationships with senior CCG colleagues as well as NHSCC staff
- Senior members of the NHSCC team in attendance as participants
- Post-event briefing to be included in NHSCC bulletin.

Sponsor fee: £7,000 + VAT

On Demand Session (maximum 5 sessions)

Opportunity to host a 30-minute pre-recorded session available on the platform on an on-demand basis during and up to six months after the conference (content to be agreed with the NHSCC).

The package includes;

- Guidance from NHSCC staff on type and format of session to ensure it chimes with the theme of the event
- 1 promotional piece of literature to be included in pre-event mailing to booked delegates to promote session (partner to provide and subject to content sign off from NHSCC)
- Post event entry to be included in one of the NHSCC member bulletins (subject to content sign off from NHSCC)
- Session made available to enable you to promote across your own digital assets
- Engagement metrics on who accessed on-demand session made available post event (subject to GDPR)
- Two delegate places to the NHSCC conference.

Sponsor fee: £2,500 + VAT

Add exhibition stand for only £900 + VAT with this package.

Exhibition

A limited number of virtual exhibition opportunities are available to selected partners who offer solutions to some of the current challenges our members face. Exhibitors will supplement the knowledge gained and discussions started in the conference sessions by marketing the support, products and services showcased throughout the conference.

The NHSCC Annual Conference will allow you to;

- Get in front of the people that matter
- Take advantage of the opportunity to communicate directly with clients
- Demonstrate products and services
- Answer questions
- Overcome objections
- Get your biggest advocates, your people, to talk to your potential clients

Exhibition Stand package includes;

- Branded virtual exhibition stand
- Option to upload marketing collateral such as brochures, reports and case studies (data limits may apply)
- Live chat function to interact with delegates and answer questions
- Tag function to enable delegates to easily access areas that are of interest to them, and allow exhibitors to identify delegates who may be interested in their products or services
- Option to upload a 3-minute video introducing your organisation or a product demo for delegates to better understand your solution (exhibitor to supply)
- 150-word entry and logo in the online exhibition guide
- One delegate place to the NHSCC conference
- Engagement metrics on materials delegates accessed made available to shape your post event follow up (subject to GDPR)
- Copy of post event delegate list (subject to GDPR)

Exhibitor fee: £1,500 + VAT

Commercial partner additional delegate place- £500 per delegate (limited availability)