

# Supporter opportunities

Adapt, innovate, lead:

Improving staff experience across the NHS

1 December 2021

September 2021



---

# About us

**NHS Employers is the employers' organisation for the NHS in England.**

Our practical resources and expert insights help make sense of current and emerging healthcare issues, to keep employers up to date with the latest thinking and ensure they are informed and equipped to support the NHS workforce.

We generate opportunities to network and share knowledge and we actively seek the views of workforce leaders to make sure their voice is front and centre of health policy and practice.

We also lead the national collective relationships with trade unions on behalf of the NHS and the Secretary of State for Health and Social Care. We are part of the NHS Confederation

# Adapt, innovate, lead

Employers in the NHS are seeking to improve the experience of NHS staff through bringing the NHS People Promise to life.

Join over 150 delegates at our conference, exploring how the NHS has adapted in response to the COVID-19 pandemic by embedding new ways of working to ensure NHS staff are recognised, supported and valued at work. We will also explore how the NHS can continue to navigate future challenges as we enter a period of recovery and restoration.

Despite the impact of the pandemic on NHS trusts, we have seen innovation, transformational change and improvements to enhance the experience of our people. Our event will showcase and celebrate those NHS organisations that have innovated, and share learning to strengthen local approaches to inform future practice.

Our aim is to bring you together with your NHS colleagues and peers so you can generate new ideas, tools, and strategies to support you to transform your organisation by leading the change to improving staff experience and working collaboratively with your colleagues to maximise your impact.

## The platform

Following its successful use at our NICON event, we will be using the Pathable online platform and have produced a short [video guide](#) to show you how it can support commercial organisations to engage our delegates.

Below are our range of packages that allow you to engage and interact with our delegates on our virtual event environment. To discuss participating in more detail, please feel free to contact [ross.edwards@nhsemployers.org](mailto:ross.edwards@nhsemployers.org)

---

# Event partner

As our event partner your organisations will receive the highest level of visibility and engagement with our delegates before, during, and after the live event. We'll work with you to help you meet your strategic objectives for partnering with our event.

- [Corporate branding](#) to be included across the virtual platform and in all communications to delegates pre- and post-event.
- Lead or contribute to the planning and delivery of a [breakout session](#) (positioning and topic to be agreed with NHS Employers).
- [Promoted as event partner](#) on the event web page with your branding and links to your organisation.
- Virtual [exhibition stand](#).
- 30-second commercial partner [video message](#) to be played live before keynote speaker.
- Event partner [promotional video](#) hosted prominently on the virtual event platform (partner to supply).
- Post-event [solus email](#) to all attendees who consent to receive event communications.
- Three [delegate places](#).
- [Note of thanks](#) from conference chair.
- Post-event [delegate list](#) (GDPR compliant) with details of who attended / registered for your session.
- Access to [online content and resources](#) post event.
- Access to a [recording of your own session](#) to promote and re-purpose on your communication channels.

**Cost: £5,000 + VAT**

---

# Breakfast session host

Taking place before the welcome plenary, our breakfast sessions let you shape the agenda and lead the conversation.

- Lead or contribute to the planning and delivery of a live [breakfast session](#) (topic to be agreed with NHS Employers).
- [Corporate branding](#) included wherever the breakfast sessions are promoted, and updates on which delegates have registered.
- Access to a [recording of your own session](#) to promote and re-purpose on your communication channels.
- Two [delegate places](#).
- Post-event [delegate list](#) (GDPR compliant) with details of who registered / attended your session.
- The session will be [available for delegates to access](#) on the platform for one month after the live event.
- Receive [updates on further session engagement](#) after the live event.

**Cost: £3,000 + VAT (2 breakfast slots available)**

An exhibition stand can be included for an additional £400 + VAT (reduced from £800)

---

# On-demand session host

Pre-recorded sessions available for delegates to watch on demand give you the chance to flexibly show thought leadership in your work area.

- 30-minute [pre-recorded session](#) that will be available to all delegates on an on-demand basis across the conference and post-event. The session can take the format of your choice.
- The [on-demand sessions will be promoted to delegates](#) before, during, and after the event, where your branding will be included.
- Your sessions will be available for your organisation to [repurpose on your own communication channels](#).
- Two [delegate places](#).
- Post-event [delegate list](#) (GDPR compliant).
- [Data capture button](#) included with on-demand video.
- Updates on [further session engagement](#) after the live event.

## **£1,000 + VAT (maximum of five)**

An exhibition stand can be included for an additional £400 + VAT (reduced from £800)

---

# Virtual exhibition stand

Our virtual exhibition booths allow you to raise your brand's profile and engage one to one with our delegates.

- [Branded landing page](#) and [live video tradeshow booth](#) within the virtual exhibition.
- Ability to [upload pre-recorded videos](#) to your landing page.
- Option to [add marketing resources](#) such as case studies and white papers.
- [Live chat function](#) so that remote exhibitors can speak to delegates.
- [Profiles](#) for exhibiting staff members.
- Access to the online [delegate list](#) to reach out to appropriate delegates within the platform using direct messaging.
- [150-word entry](#) and [corporate branding](#) in the exhibition guide.
- Feature on the [exhibitor list](#).
- Listing on the [event web page](#) with a link to your organisation's website.
- Two [delegate places](#).
- Post-event [delegate list](#).

Your organisation's landing page includes a data capture button and the platform gives a live data feed of visitors to your landing page, which enables you to follow up with delegates on the platform.

**Cost: £800 + VAT**



---

For more information, please contact Ross Edwards  
[ross.edwards@nhsemployers.org](mailto:ross.edwards@nhsemployers.org)

18 Smith Square  
Westminster  
London SW1P 3HZ

020 7799 6666  
[www.nhsemployers.org](http://www.nhsemployers.org)  
@NHSEmployers

If you require this publication in an alternative format,  
please email [enquiries@nhsconfed.org](mailto:enquiries@nhsconfed.org)

© NHS Confederation 2021. You may copy or distribute this work,  
but you must give the author credit, you may not use it for commercial  
purposes, and you may not alter, transform or build upon this work.

Registered charity no. 1090329

