

the**bmj**awards

300,000+
BRANDED EMAILS SENT

UP TO **16**
CATEGORIES

250+
ENTRIES

750+
guests

43
EXPERT JUDGES



2020

Collaboration opportunities

ALIGN YOUR BRAND WITH
HEALTHCARE EXCELLENCE

CONTACT:

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Jessica Peacock | +44 (0)20 3655 5605 | jpeacock@bmj.com



Inspire excellence in healthcare

A personal welcome from
Dr Fiona Godlee, Editor-in-Chief, The BMJ

"Last year, over 250 healthcare teams submitted entries which our distinguished judges whittled down to 16 winners and 60 shortlisted teams, all showcased in The BMJ.

Such a programme would not be possible without the support of our sponsors to whom we are enormously grateful. Join us in inspiring, recognising and showcasing excellence in healthcare."

Recognising everyday achievements

Celebrating 12 years of recognising the incredible work that healthcare teams across the country do every day. We promote excellence in healthcare. Take part in inspiring and recognising those teams who demonstrate courage and passion for overcoming challenges to improve health outcomes for patients and communities across the country.

Educational Judging Day

All shortlisted teams are invited to present in front of a panel comprising an internal champion and three expert judges, one of whom is a patient representative. All sessions are open for you to attend as an observer. Judging will be followed by lunch and an afternoon of networking and educational presentations, including a keynote from a leading figurehead, previous winners and industry leaders.

Venue: BMA House, Tavistock Square, London

Celebration of Awards Ceremony

Winners will be announced during the evening Awards Ceremony.

Venue: The Park Plaza, Westminster, London

Date: Wednesday 22 April 2020

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"Our goal in sponsoring the Awards is to build and strengthen our brand awareness across the UK. The BMJ provides a particularly strong channel to achieve this with the potential to reach more than 140,000 doctors nationwide."

Gaelle Ainslie,
Marketing & External Relations Manager,
MDDUS Headline Sponsor

Align your brand with healthcare excellence

Support the innovation, passion and pioneering solutions that are improving patient outcomes.

Sponsoring a category will allow you to....

- Place your brand in front of decision-makers, healthcare influencers and policy makers
- Align your brand with The BMJ, the fourth most cited general medical journal
- Gain direct access to your target market through networking and personal contact
- Demonstrate your dedication and support for healthcare excellence
- Be at the heart of innovation and pioneering practice

By sponsoring a category you are demonstrating your support for healthcare excellence.

Guest Profile

You will be able to meet shortlisted teams including:-

- Medical Directors
- CEO's
- Senior Consultants
- Clinical leads
- GP's
- Nurses
- VIPs
- Patient representatives.

Sponsors who choose to work with us



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JOIN THE WINNING TEAM
- SPONSOR A CATEGORY

thebmj



Sponsor a category

- Anaesthesia & Perioperative Medicine
- Care of the Older Person
- Diagnostics
- Cancer Care
- Dermatology
- Diabetes
- Stroke & Cardiovascular
- Mental Health
- Prevention and lifestyle
- Digital Innovation
- Education
- Innovation in Quality Improvement
- Clinical Leadership
- Primary Care
- Outstanding Contribution to Health
- UK research paper
- Workforce and wellbeing

Choose your category

If you don't see a category listed, we can work with you to create one that aligns with your brand.



SHORTLISTED TEAM - DIAGNOSTICS



SHORTLISTED TEAM - DIGITAL INNOVATION

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Sponsor package

You can benefit from these opportunities before, during and after the event.

Before the event

- Your logo on The BMJ Awards website – thebmjawards.bmj.com
- A guide to help you to maximise your sponsorship
- "New sponsor" announced through social media
- Your logo on the awards entry system
- Your logo on print advertisements about The BMJ Awards
- Your logo on email alerts encouraging entries and announcing table sales
- A full page advert to appear in winners brochure
- Your logo to appear in The BMJ editorial coverage about the category shortlist
- Your logo on e-tickets sent to all guests
- Access to guest list prior to the event
- 10% discount on additional table sales

After the event

- Full recognition of your support in The BMJ's winners supplement
- Full access to photographs from the night
- A summary of all press coverage
- First option to renew category sponsorship
- Your logo on the winners brochure

At the event

Educational Judging Day

- Host a table top display in the exhibition area
- Attend presentations as an observer
- Network and meet shortlisted teams

Celebration of Awards Ceremony

- Your representative on stage to announce the winner
- A table of 10 positioned in a prime position + senior executive to sit at a VIP table
- Your logo on branded poser table within the drinks reception
- Meet teams and present branded certificates to the finalists
- Your logo on twitter wall – visible throughout the event
- Your logo on plasma screens and during the category winner presentation
- Your logo on the table menu, signage and table plan and on the logo photo board where photographs are taken of the winner and sponsor

What you get in return - at a glance

- Representative on stage
- Table top stand
- Social media exposure
- Print advertisement
- Access to clinical teams
- Logo visibility
- Networking
- VIP tables

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The judging process

The BMJ Awards are backed by a robust judging process - our same day turn around will ensure:-

- Detailed scoring of every entry
- Peer review
- Live presentations to expert judges
- Patient representative now included in every category
- All judging sessions are open for you to attend as an observer.

Judging will be followed by lunch and an afternoon of networking and presentations, including a keynote from a leading figurehead, previous winners and industry leaders.

"Judging sessions on the day created a real sense of excitement"

Previous Judges include

EXPERT JUDGE	Dr Andrew J Hartle , <i>Consultant Anaesthetist</i>
CO-CHAMPION	Fergus Macbeth , <i>Chair</i>
PATIENT REPRESENTATIVE	Fiona Stewart , <i>Patient Governor (London) and Chair of Patient and Carer Advisory Group of Royal Marsden</i>
EXPERT JUDGE	Professor Andrew Y Finlay , <i>Professor of Dermatology</i>
EXPERT JUDGE	Erika Denton , <i>Associate Medical Director Honorary Professor of Radiology</i>
CO-CHAMPION	Dr Adrian Boyle , <i>Vice President, Royal College of Emergency Medicine</i>
EXPERT JUDGE	Kiran Patel , <i>Medical Director</i>
PATIENT REPRESENTATIVE	Gianluca Trombeta , <i>Founder at Superhuman Hearing</i>
EXPERT JUDGE	Professor Sir Simon Wessely , <i>Professor of Psychological Medicine Kings College London</i>
EXPERT JUDGE	Professor Bee Wee , <i>National Clinical Director for End of Life Care</i>
PATIENT REPRESENTATIVE	Fiona McKenzie , <i>Patient and Independent Consultant</i>

How the awards are funded.

The BMJ Awards are run on a break-even basis and have two revenue streams which finance distinct areas of activity:

- Awards ceremony ticket purchase: help to finance all costs associated with running the evening event.
- Sponsorship: supports activities for entry generation, shortlisting, judging, press coverage and the winners supplement.

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Timeline of Activities



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All sponsors are invited to host a table top display, enabling you to network and interact with all the shortlisted teams, judges and VIPs.

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