



## The Clinical Pharmacy Congress in 2021

### Overview & Purpose

The Clinical Pharmacy Congress was unable to run as a physical face-to-face event in June 2020 due to the COVID-19 Pandemic. We know that the interaction and networking delivered by the Clinical Pharmacy Congress as a physical event is crucial for all stakeholders. As such, we are working towards delivering a physical event in September 2021 that gives our visitors, speakers and exhibitors a safe event environment.

The purpose of this document is to outline for our stakeholders the decision-making process and timeline that we plan to follow to deliver a safe and successful physical event. We will regularly consult with you to provide updates on our current thinking for the format and structure of the Clinical Pharmacy Congress event in 2021. It is important to note that this will be an ongoing process of discussion with CPC stakeholders, re-aligning plans with any guidelines set out, and crucially that we will always follow government regulations and guidelines with regards to running a face-to-face event.

### Key Criteria for Decision Making Timeline:

- Safety of our visitors, speakers, and exhibitors
- Lead time requirements for speakers
- Planning and lead-time requirements for our Exhibitor and Sponsors
- Event planning and marketing lead-time requirements for CPC organisers

### What we will be considering:

- Government Guidelines
- Lessons learnt from pilot events taking place from April to July 2021
- Surveying and feedback from pharmacy professionals
- Guidance from event industry associations
- Scientific and medical evidence to guide our decisions on how to reflect any guidance and safety measures for the format and layout of the event
  - o Vaccination progress in the UK
  - o Consideration of Southern Hemisphere COVID-19 status as a barometer for autumn in the UK
  - o Taking into account successes and best-practice from events that have already taken place.

## The Clinical Pharmacy Congress Planning Schedule

The below schedule has been put together based on the organiser's current position and every effort has been made to be as accurate as possible. Any significant changes that would impact exhibitor's planning for the event will be communicated as soon as they are known to us.

- **Pre-June**
  - Consultation calls with the CPC stakeholders to feedback on planned 2021 show format, programme, and features. This will be an opportunity for stakeholders to have input into the event.
- **June**
  - Sponsored session titles and speakers confirmed – asap
  - Symposia organising document delivered to all session sponsors
  - 31<sup>st</sup> June – 2021 Conference Programme and event format complete ready for launch
- **July**
  - Communication to all exhibitors on event floorplan layout, exhibition logistics schedule
  - 1<sup>st</sup> July – Exhibitor Manuals issued (12 weeks out from the CPC event)
  - Guidance booklet and resources for exhibitors on how to construct and lay out exhibition booths
  - 30<sup>th</sup> July – All Sponsor session info complete (Speakers, Summary, Learning Outcomes)
- **August**
  - Pre-event 'Maximising on your presence' webinar starts
  - 1<sup>st</sup> August – Sponsor presentation slides submitted
- **September**
  - 1<sup>st</sup> September – Exhibitor and Sponsor event activity marketing campaign starts
  - 24<sup>th</sup> – 25<sup>th</sup> September – The Clinical Pharmacy Congress @ ExCeL London
- **October**
  - 12<sup>th</sup> October – launch of post event education platform (this will not be advertised anywhere before the 25<sup>th</sup> September)

We welcome any suggestions and input from you so that we can ensure that your needs are taken into account throughout the planning process. We will get in touch with you in the coming weeks to discuss further details of the event format and structure and answer any questions you might have.

Thank you for your continued support,

**Laura Shapiro**

**Group Event Director**