

NHScommunicate.org

6-7 March  
PARTNERSHIP  
OPPORTUNITIES

# NHS COMMUNICATE 2024

online CONFERENCE and AWARDS





# CELEBRATING EXCELLENCE IN NHS COMMUNICATIONS

Delivered in partnership by NHS Providers, NHS Confederation and the Centre for Health Communications Research (CHCR), NHS Communicate Conference and Awards launched was launched in 2021 and is a unique opportunity for NHS communicators to come together, learn from high-profile speakers, and celebrate the incredible work and achievements of the last year.

This year, we are again holding both events online – the conference on 6 March 2024; the awards on the evening of 7 March 2024.



# Conference

NHS Communicate conference will take place on Wednesday 6 March 2024. The conference is a fantastic opportunity to network, share ideas and learnings and discuss the key topics most important to you.

The theme of this year's conference is **transformation**. Transformation reflects the evolving structural landscape with the move to system working, provider collaboratives and other ways of working. It also reflects technological transformation, the impact of the upcoming general election and the transformative challenges the NHS could face through the demographic shifts in our society, with a clear and explicit remit to shift delivery towards prevention.

Read more [here](#) about our plans.



# Awards

The NHS Communicate Awards is an online event to recognise the achievements of communicators across the NHS. It celebrates innovation in the sector as well as teams and individuals who have delivered highly effective communications, to support delivery at a local, regional and national level.

The event takes place online on the evening of Thursday 7 March 2024.

Please note this is open to NHS staff only – the only commercial organisations attending will be organisations partnering with us to deliver the Awards and Conference.



# Key information

The conference takes place on 6 March 2024.

The awards take place the next evening, on 7 March 2024.

Unlike other award ceremonies, attendance for NHS staff is **free**.

Ticket prices for the conference:

- Early bird rate – £45 (+ VAT) per person until 30 November 2023.
- Thereafter, the standard rate is £60 (+VAT) per person.

Award submissions are open to any member of staff working in the NHS, or as part of a partnership with NHS organisations and it is free to enter.



## Who attends?

The NHS Communicate Conference is designed for senior level communications professionals from:

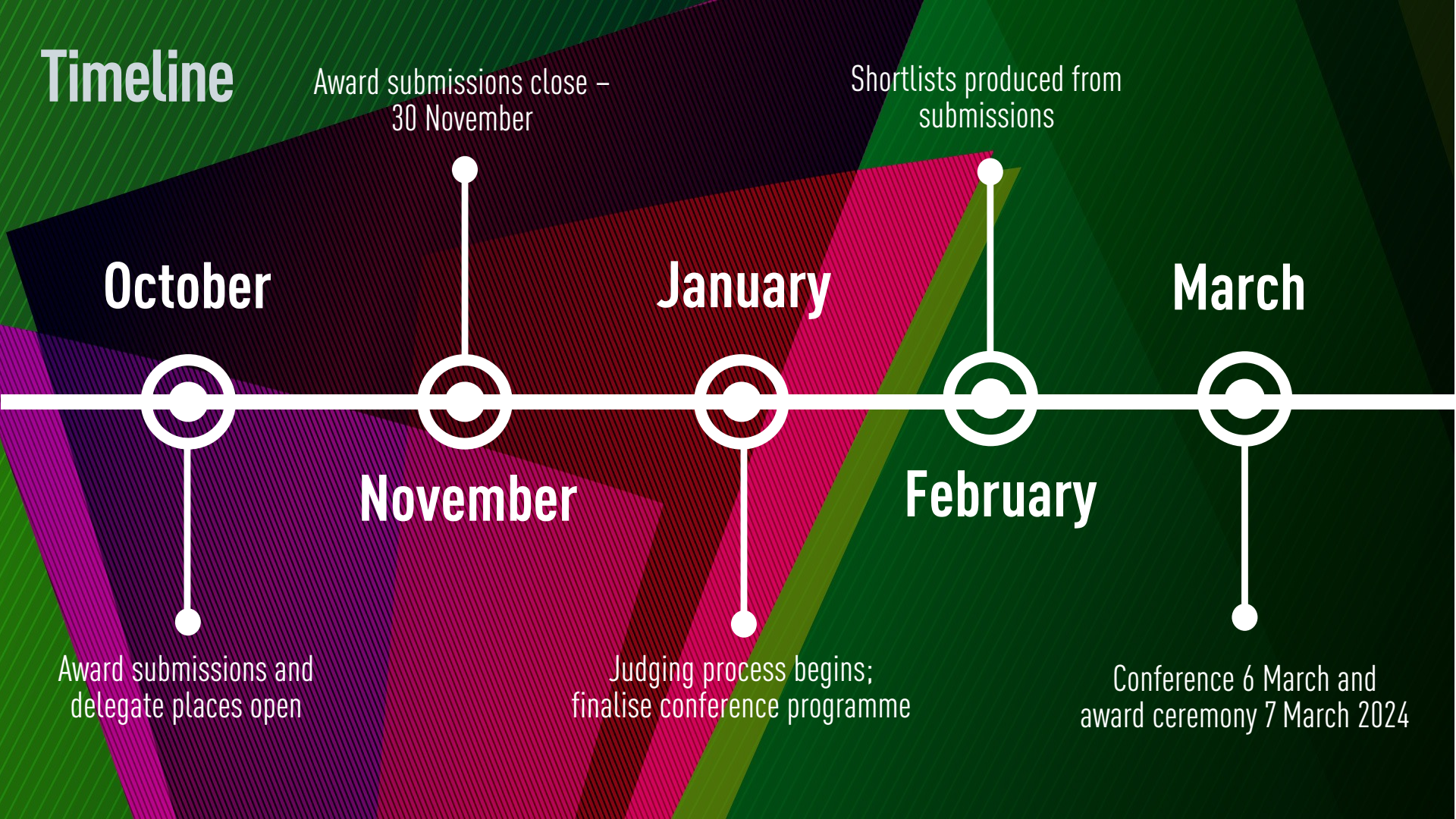
- NHS trusts and foundation trusts.
- Integrated care systems.
- Primary care networks and primary care federations.
- National bodies.
- Voluntary sector providers of NHS-funded care.

## Who enters the awards?

You can view the winners of last year's awards [here](#).



# Timeline



**October**

Award submissions and  
delegate places open

Award submissions close –  
30 November

**November**

**January**

Judging process begins;  
finalise conference programme

Shortlists produced from  
submissions

**February**

**March**

Conference 6 March and  
award ceremony 7 March 2024



# Award Categories

## Working in Partnership Award

This award recognises communications teams who have successfully worked collaboratively and in partnership with other organisations e.g. social care, local authorities, charitable and voluntary sectors and private on a successful communications and engagement project or campaign.

## Best NHS Charity Campaign

This award recognises charitable campaigns that have delivered exceptional engagement and impact across the NHS, galvanising stakeholders and communities to create tangible and lasting benefits for staff, patients and careers.



# Award Categories

## Comms Team Health and Wellbeing Award

This award highlights the contribution that communications makes to the successful implementation and delivery of health and wellbeing initiatives and programmes for staff in their organisations.

## NHS Board Commitment to Communications Award

This award recognises the boards of NHS organisations who have continually demonstrated and celebrated the strategic value of communications and engagement in its organisation. Entrants must demonstrate how the board provides ongoing leadership and support for communications and champions the discipline.



# Award Categories

## Best Behaviour Change or Public Health Campaign Award

This award recognises campaigns that have demonstrated a clear impact on behaviours or have successfully engaged on a public health issue. Entrants must include examples of the campaign and evidence of impact and evaluation.

## Promoting Diversity and Inclusion in Communications Award

This award celebrates communications teams that have demonstrably championed diversity, inclusivity and equality. Examples can include promoting diversity through recruitment and retention and engaging and communicating with diverse audiences and being able to demonstrate an impact.



# Award Categories

## Internal Communications and Staff Engagement Award

This award acknowledges the successful and sustained use of internal communications to engage staff, drive organisational change, or change an organisation's culture. Entries should include detail on the aims and objectives set for internal communications and how impact has been measured.

## Great Young Communicator Award

This award celebrates outstanding performance within the organisation and celebrates individuals aged 30 and below with growing talent and potential in NHS communications and engagement. The entry should include how the individual has performed and contributed, testimonies from colleagues and/or stakeholders and examples of specific campaigns and programmes of work they have supported or led on.



# Award Categories

## Best Use of Digital Communications and Engagement Award

This award focuses on teams that have successfully utilised digital communications and social media, making effective use of data and insight to develop new and innovative approaches to communicating and engaging with patients, staff or key stakeholders. Entrants should demonstrate aims and objectives and evidence used to introduce new approaches. Entrants can also focus on a specific campaign or long-term and routine use of digital comms and social media



# Partnership Opportunities – 4 ways to be part of NHS Communicate

1. Exclusive partner  
for the awards

2. Non-exclusive partner  
for the conference

3. Non-exclusive partner  
for the awards

4. Awards category  
supporter



# Award Categories



Associate your brand with the best  
in NHS communications



Share your insights on how you  
support NHS communicators



Use the communication channels  
of three high profile national organisations  
to reach NHS leaders



Be an active participant in celebrating  
the best in NHS communication

## Testimonials

“Really enjoyed the NHS Communicate event today - packed full of excellent speakers [...]. It's so important for us to have this space in NHS comms.”

“Great speakers, discussion topics and virtual platform. I've benefitted from being able to stop, listen and learn, and will be watching some of the discussions again – they've sparked things that I need to explore more!”



# 1. Exclusive partner for the Awards

This package offers the highest level of visibility and branding for the awards. This does not preclude the individual awards being sponsored. Benefits include:

- Exclusive headline branding across the awards.
- Attendance for **five** x delegates at the awards, and **two** x delegates at the conference.
- Place for an individual to be a judge on two of the awards categories.
- Branding on all conference or award materials, including marketing emails, social media and the website.
- Opportunity to write a blog on the NHS Confederation and NHS Providers websites (subject to agreement on the topic with both organisations).
- Acknowledgement in the conference chair or award host's introductory and closing remarks.
- An exhibition presence at the virtual conference and one delegate place.

**Cost: £10,000 + VAT**



## 2. Exclusive partner for the Conference

This package is available for up to **three** commercial partners for the conference. Benefits include:

- Branding across the conference.
- Deliver a break-out session during the conference (topic and format to be agreed with the project partners).
- Attendance for **two** x delegates at the conference, and **two** x delegates at the awards.
- Branding on all conference materials, including marketing emails, social media and the website.
- Opportunity to write a blog on the NHS Confederation and NHS Providers websites (subject to agreement on the topic with both organisations).
- Acknowledgement in the conference chair's introductory and closing remarks.

**Cost: £5,000 + VAT per partner (max three)**



### 3. Non-exclusive partner for the Awards

This package is available for up to **two** commercial partners for the awards. Benefits include:

- Branding across the awards.
- Attendance for **five** x delegates at the awards, and **two** x delegates at the conference.
- Place for an individual to be a judge on two of the awards categories.
- Branding on all award materials, including marketing emails, social media and the website.
- Opportunity to write a blog on the NHS Confederation and NHS Providers websites (subject to agreement on the topic with both organisations).
- Acknowledgement in the award host's introductory and closing remarks.
- An exhibition presence at the virtual conference and one delegate place.

**Cost: £5,000 + VAT per partner (max two)**



## 4. Award category supporter

This year there are **nine** award categories to choose from:

- Exclusive branding for the award.
- Part of the judging panel for sponsored category.
- The opportunity for a representative of your organisation to present the award alongside the awards host.
- Logo on screen and credits in script during your sponsored category.
- Logo and link to your website from the NHS Providers and NHS Confederation websites.
- Credits on marketing and advertising in build-up to the evening and in the post awards brochure.
- An exhibition presence at the virtual conference and one delegate place.

**Cost: £1,750 + VAT per award**



# Contact

For further information, or to discuss these packages,  
please contact:

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