



International Forum on  
**QUALITY & SAFETY**  
in **HEALTHCARE**

# Collaboration Opportunities 2024

A series of 3 events where global leaders meet to shape  
the future of healthcare

<b>London</b> 10-12 April	<b>Hong Kong</b> 26-28 August	<b>Brisbane</b> 6-8 November
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Bringing  
together global  
healthcare  
leaders

**5,400+**  
attendees

**85+**  
countries

**250+**  
speakers

**650+**  
posters



Showcase  
your solutions  
for healthcare  
transformation

Work  
with  
us to:



Shape the  
future of  
healthcare



Bring together  
leaders and  
vision makers



Share  
your  
expertise



Make  
the right  
connections

## Reasons to join us



8+ hours of  
Networking\*



Experience  
day visits



Options to  
showcase  
your brand



Connect with  
5,400+ health and  
care improvers



Empowering  
healthcare  
transformation  
since 1996



Interactive  
exhibition zone



C-level audience



Social and  
networking  
activities



250 renowned  
speakers

## Help shape the future of healthcare

Every year, the International Forum on Quality & Safety in Healthcare brings together thousands of healthcare leaders, practitioners and patients with a programme set to inspire, empower and enable healthcare transformation. With over 25 years of expertise, we aim to tackle critical health and healthcare challenges. During 2024, we are hosting a series of conferences in 3 locations: **London, Hong Kong and Brisbane.**

We want to put the spotlight on **pioneering organisations** at the forefront of **healthcare transformation**, enabling you to **elevate your brand's presence** and increase your impact in the healthcare space.

**Join us on this transformative journey.**

### Thought Leadership Packages



**David Morgan**  
[dmorgan@bmj.com](mailto:dmorgan@bmj.com)

### Exhibition Packages



**Masood Jon**  
[mjon@bmj.com](mailto:mjon@bmj.com)

\*per event

# Empowering healthcare transformers: Our programme

The programme for each International Forum is developed in close partnership with regional strategic partners. Each event showcases strategies from local experts and the international community, addressing regional needs and brings the best global learning to the region.

## A selection of our Programme Advisory Committee



**Jason Leitch,**  
Clinical Director,  
The Scottish Government



**Dr Philip Crowley,**  
National Director of Strategy  
and Research, Health Services  
Executive, Ireland



**Karen Luxford,**  
CEO Australian Council  
on Healthcare Standards



**Helen Bevan,**  
Strategic Advisor  
NHS Horizons



**Helen Brown,**  
Deputy Director-General,  
Clinical Excellence Queensland



**SF Lui,**  
Chairman, Hong Kong  
Kidney Foundation



**Amar Shah,**  
Chief Quality Officer,  
East London NHS Trust



**Adrian Carson,**  
CEO, Institute for Urban  
Indigenous Health



**Michael Wong,**  
Chief Manager,  
Hospital Authority



**Penny Pereira,**  
Managing Director,  
The Health Foundation



**Liz Keen,**  
Director Clinical Governance,  
Australian Digital Health Agency



**Albert Ty,**  
Director, Ministry  
of Health (Singapore)

## Previous speakers



**Amy Edmonson,**  
Harvard Business School



**Don Berwick,**  
Senior Fellow, IHI



**Pat Dudgeon,**  
Poche Centre for  
Aboriginal Health

## Streams

Safety

People

Population

Change

Science

Leadership

## Key Topic highlights

- Creating sustainable change
- Crash course on safety science
- Zero harm concept
- Leadership
- Healthcare access and equity
- Workforce development and wellbeing
- Emerging technologies and digital health
- Innovation in health

## Strategic & Supporting Partners:



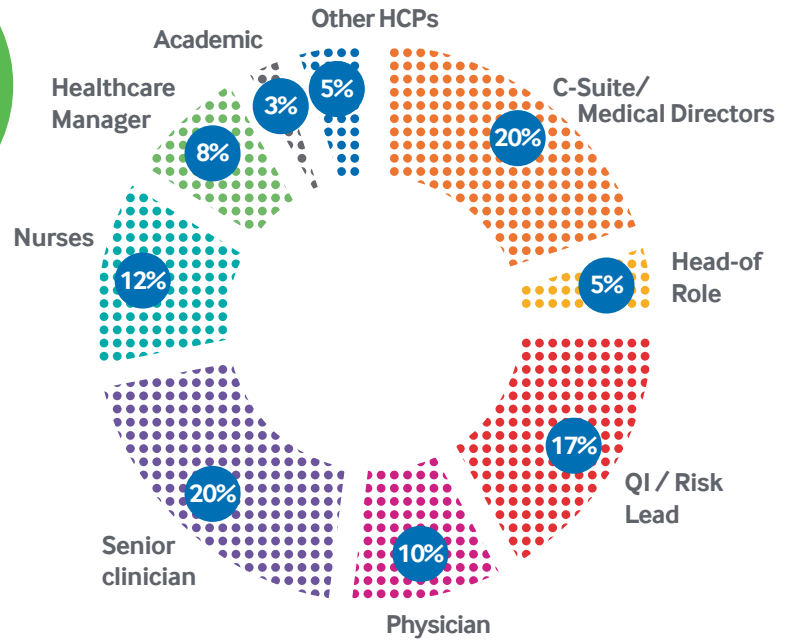
# Who attends?

## Job titles

- Chief executive
- Medical directors
- Nursing director
- Head-of
- Risk manager
- Patient safety lead
- Quality adviser
- Quality improvement manager
- Healthcare management
- Programme lead
- Doctor / physician
- Nurse



## Profile of attendees



## Countries represented/Event Breakdown

**London**  
10-12 April 2024

**3,000+ attendees**

- UK
- Denmark
- Sweden
- Norway
- Netherlands

**Hong Kong**  
26-28 August 2024

**1,200+ attendees**

- Hong Kong and mainland China
- Singapore
- Malaysia
- Thailand

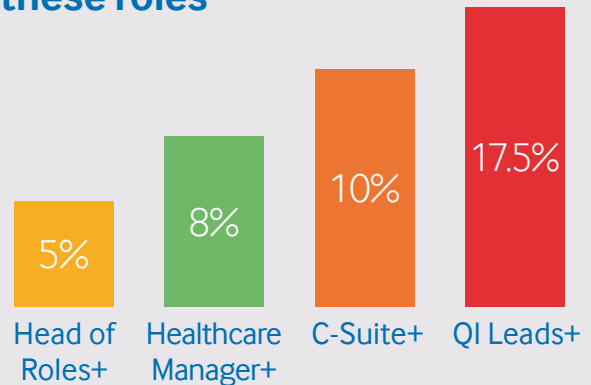
**Brisbane**  
6-8 November 2024

**1,200+ attendees**

- Australia
- New Zealand
- Japan
- USA
- Taiwan

Bringing together  
**5,400+**  
health and care  
Improvers from **85**  
countries

## Audience Growth seen across these roles



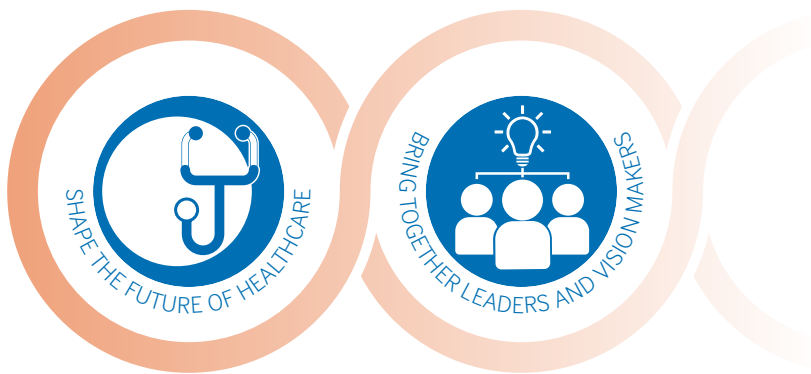
*"The attendee list is a really good fit for our products. Excellent engagement from hospitals in multiple countries."*

**Kerrill Thornhill,**  
Founder MEG



# Shape the future of healthcare

## Headline Partnership



### Engage your community | Choose from these thought leadership activities

#### Roundtable Discussions:

- Deep-dive into healthcare transformation.
- Address key issues from a diverse range of informed perspectives.

#### Facilitated Dinner:

- Network and influence with our handpicked, high-profile guests.

#### VIP | Networking Opportunities:

- Expand your chosen network in a social setting.

#### CEO Session:

- Exchange insights and strategies.

#### Experience Day:

- Showcase your healthcare facility.

#### Main Programme Sessions:

- Share your expertise on a prime stage.
- Demonstrate your achievements, best practices, and impact.
- Elevate your brand's position as an industry leader.

#### Bespoke Workshop:

- Tailored to highlight your content goals.

#### Webinar:

- Gain visibility and connect with your target audience by sponsoring an insightful webinar

#### Podcast:

- Listen, learn and inspire. Share your insights about your transformation journey.

#### Fireside Chats:

- Share your industry insights, future trends, personal growth stories and live Q&A.

Create lasting impact and engagement



**David Morgan**  
[dmorgan@qbmj.com](mailto:dmorgan@qbmj.com)



*"The support for our speakers at the presentations was phenomenal."*

**Wendy Karthuis-Smith,**  
Virginia Mason Institute, Executive Director

Guidance from our content team can help deliver a memorable experience

# Share your expertise



On your chosen topic via live speaking sessions



**Deliver a programme session**  
**Running time: 20-75 mins**

- Elevate your brand as a thought leader
- Generate new leads
- Get closer to your potential customers
- Educate, influence and learn

**Main programme | Breakfast | Lunch**  
**Micro Forum slots available**

Prices vary – speak to us about your preferred timing

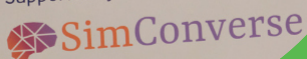
*\*all sessions are subject to editorial guidelines, available on request and approval by Forum Programme Committee*

**Book early:** slots are limited and sell-out quickly

**BR4**

Learn how you can use AI to improve communication skills training at your institution

Supported by

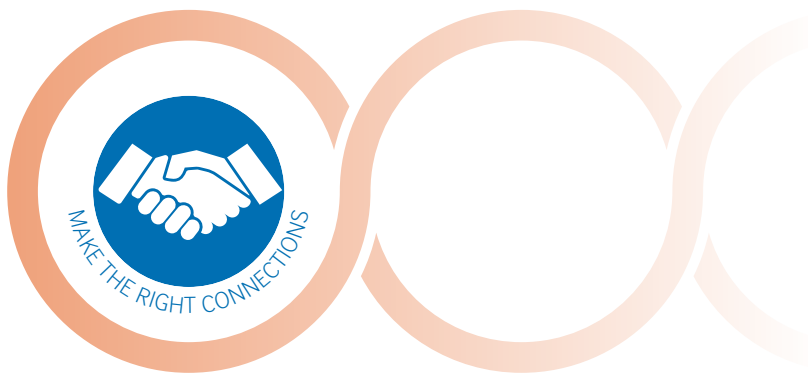


*"We had a full workshop, lots of interesting conversations and questions from a range of attendees. We've had some great leads."*


SimConverse



# Make the right connections



## Networking and lead generation

Exhibition	£	Earlybird	\$US	Earlybird	\$AUD	Earlybird
Premium stand 6m x 3m	£8,000	£7,200	\$9,975	\$8,980	\$15,650	\$14,000
Shell scheme 3m x 3m stand	£6,000	£5,400	\$7,480	\$6,730	\$11,730	\$10,555
Space only stand	 <p>Custom build your own stand within this flexible space</p>					

*Prices exclude VAT/GST  
\*regulations apply: stand plan must be approved pre event*

**Early Bird Rate:**  
Save 20% if you book early

### Early Bird Deadlines:

London: 31 October 2023 • Hong Kong: 29 February 2024 • Brisbane: 30 April 2024

## 5 great reasons to exhibit with us

- 1 Smash** your **lead generation** goals  
**20%** of attendees are **C-Suite**, a further **45%** hold **senior posts** within healthcare management and QI leadership
- 2 Increase** your brand awareness | **8+ hours** of **networking** for each event, you will have plenty of time to introduce your brand
- 3 Grow** your audience  
Meet healthcare transformers & key decision makers with ease
- 4 Surround** your brand with a truly inspiring, motivated, and eager to learn network
- 5 100% of previous exhibitors** were happy with the quality of our delegates

Book your stand today

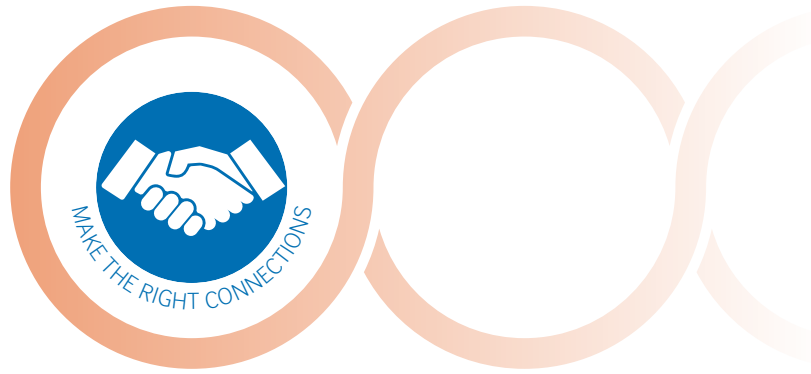


**Masood Jon**  
[mjon@bmq.com](mailto:mjon@bmq.com)






*“One of the best event experiences. Great visibility for our brand.”*

# Elevate your brand



## Build your own sponsorship package

Exclusive branding opportunities	£	\$US	\$AUD
<b>Wellbeing supporter</b> Activity to promote wellness to delegates (tbc) with prominent branding within the exhibition hall. Let your brand thrive under the spotlight. 	£10,000	\$12,120	\$19,000
<b>Registration partner</b> Your brand will be visible throughout the registration journey and on-site signage. 	£10,000	\$12,200	\$19,200
<b>Keynote sponsor</b> On-stage branding and verbal acknowledgment. Leaflet drop in the room. 	£6,000	\$7,500	\$11,700
Value enhancements	£	\$US	\$AUD
<b>Leaflet drops</b>	£1,500	\$1,870	\$3,000
<b>Advert –</b> 1 full-page advert in the event guide	£1,500	\$1,870	\$3,000
<b>Advert –</b> 30-second video advert to play before session	£2,000	\$2,500	\$4,000
<b>Delegate bag (1 available)</b>	£4,000	\$5,000	\$7,820
<b>Lanyard sponsor (1 available)</b>	£4,000	\$5,000	\$7,820

If you don't see something listed, we are open to ideas.

Prices exclude VAT / GST

Book today – our packages are limited and sell quickly!



**David Morgan**  
[dmorgan@bmj.com](mailto:dmorgan@bmj.com)



**Masood Jon**  
[mjon@bmj.com](mailto:mjon@bmj.com)

## Previous supporters:

