

FPM ANNUAL SYMPOSIUM 2021

Trials and Tribulations

11-12 November 2021 | Virtual event

Partnership Prospectus

FPM Annual Symposium 2021

Trials and Tribulations

Shaping a Bright New Future for Pharmaceutical Medicine



Introduction



Shaping a bright new future for pharmaceutical medicine

FPM's headline event is its Annual Symposium, held every November. Like our 2020 programme, this year's event will be delivered virtually over two days and will include plenaries and smaller interactive workshops from key figures in our field and some very special guests. Confirmed plenary speakers include: Jonathan Van Tam, Özlem Türeci, Cristina Duran, June Raine and Stephen Lockhart. [View more details here](#)



Last year we welcomed more than 200 professionals from the field of pharmaceutical medicine to engage, educate and interact online at the FPM Annual Symposium in November 2020, and we were delighted with the results. We achieved a 19% uplift in delegate numbers on 2019 and received exceptional feedback from delegates, who widely regarded this as the best Symposium that FPM have delivered to date. A net promoter score of 47 was a resounding success, rating as 'excellent' for a B2C event*.

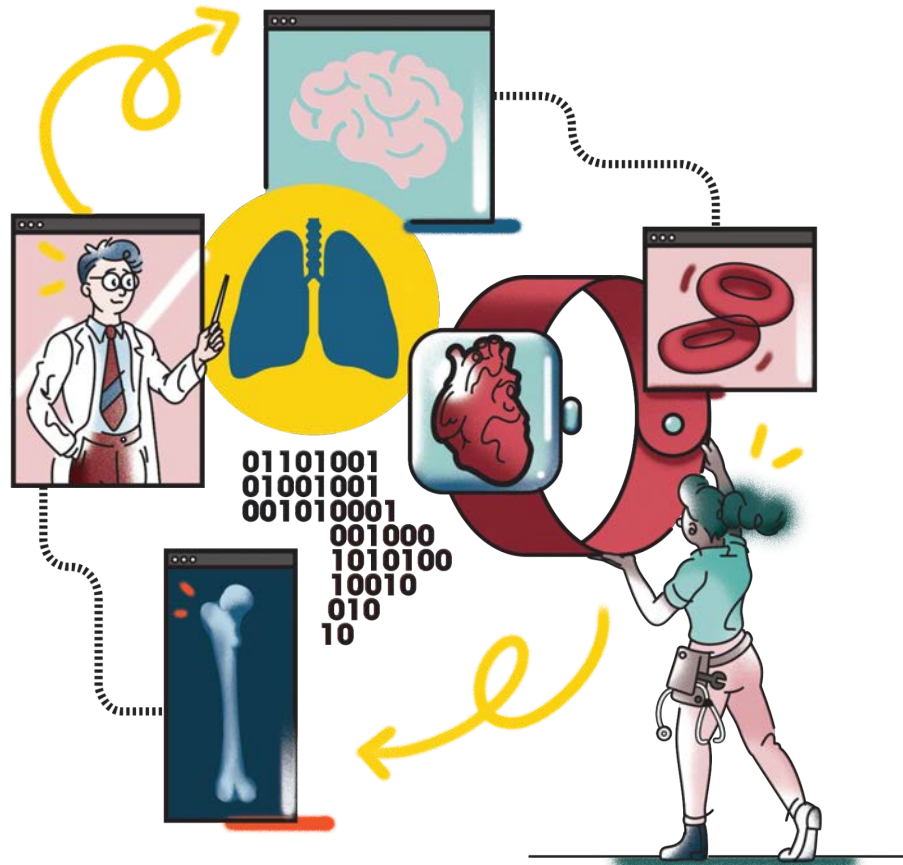
"One of the most topical FPM symposiums I have attended"

"This Symposium was energising"

"Enjoyed it all and am looking forward to re-watching the videos of sessions"

Feedback from delegates who attended FPM Annual Symposium 2020

[* <https://medium.com/@erikfabian/getting-started-using-net-promoter-scores-for-events-bcfe37311847>]



Support us

Organisations who share FPM's vision of a world where effective medicines meet the needs of patients are invited to support us by applying to sponsor this year's FPM Annual Symposium.

We have innovative, interactive opportunities for you to choose from to raise awareness and engage with our audience at the Symposium. In the virtual world we are able to offer post event facts and figures as well as (opted-in) contact details of attendees so you can continue the conversations and ensure you maximise your involvement and budget.

Contact: partnerships@FPM.org.uk



Symposium 2020 word cloud based on survey of delegates



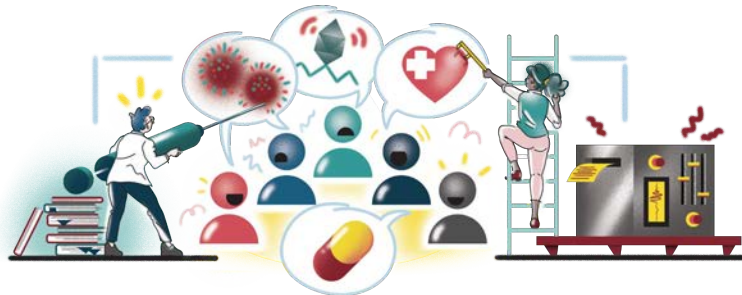
Audience Profile

Our primary audience: predominantly UK based, professionals in the field of Pharmaceutical Medicine including:

- Pharma and Biotech VPs and Board members
- Chief Medical Officers and Medical Directors
- Senior Medical Affairs Advisers
- Clinical Pharmacologists and research physicians
- Safety Leads
- Senior Regulatory Assessors
- Independent Consultants
- Rising stars, students and trainees

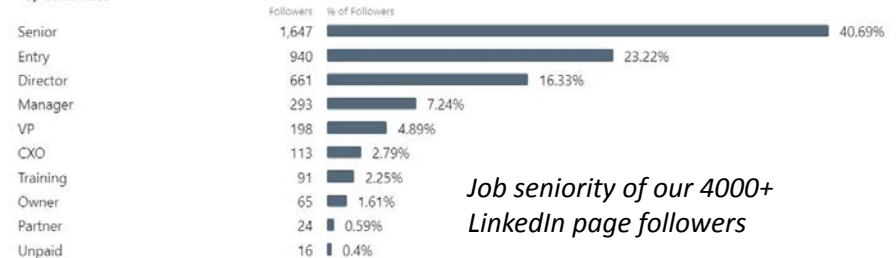
We enjoy a loyal following:

- 4,000 social media followers
- 1,500 subscribers to our e-activity
(with an impressive 50% open rate of our e-activity)
- 200 Symposium attendees



Follower Demographics ⓘ Data for: Seniority ▾

Top seniorities



Job seniority of our 4000+ LinkedIn page followers

What are the benefits of sponsoring?

FPM will provide a series of digital touch-points which will connect sponsors with FPM's audience. These will not only be present during the event itself, but also throughout FPM's pre-and post-event communications schedule – a potential audience of several thousand pharma professionals!

In addition to click-through links, sponsors will also increase their brand equity by being seen to support FPM's major annual event. With its exciting programme and stellar lineup of speakers, FPM Annual Symposium is an extremely well respected and important event within the field of pharmaceutical medicine.

Seeking Partners

Partners are welcomed, especially from the following industries: Pharmaceutical, life sciences, biomedical science, research & development, medical writers, medical communication agencies, marketing and PR agencies, recruitment, medical devices, technological solutions providers and those supporting the process of clinical trials

Why partner with us?

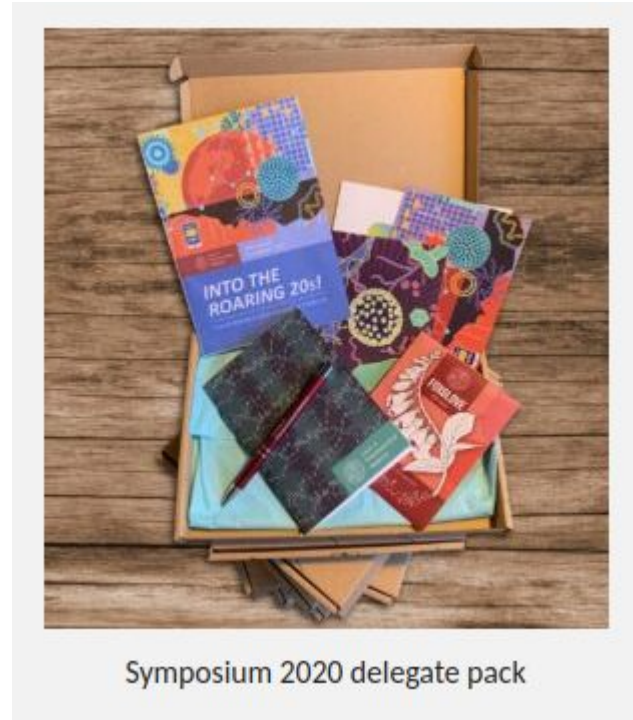
- Enhance the experience for the delegates by solving an every day challenge for them with your product, innovation or services
- Enjoy an interactive experience and engage online using the conference platform Livestorm, with its intuitive user-led Q&A features and call-to-action pop-ups
- Receive a post event report of statistics to show how many attendees registered for the event
- Contribute to the Symposium content by producing a short session (pre-recorded video) that we will include in the programme and/or push out to the wider community
- Engage early with our audience by enjoying social media and e-activity - provide us with a company or product overview, hyperlink and short, sharp intro video and we will commence your exposure to the wider community
- Align your company with our trusted and reputable brand. FPM is an internationally respected leader and innovator in education and standards in pharmaceutical medicine.
- Continue the conversation by benefiting from receiving the (opted-in) contact details of the audience post event
- Optimise your marketing budget by enjoying the 'inclusions for all' benefits on page 9 such as pre-event introductions, inserts into the physical delegate pack, interactive activity during the event and post event communications to keep you at the forefront of minds

Please note all materials must be produced by the partner and approved by FPM. Some elements on this list are only available at a specific level of partnership.

Delegate Packs?

Yes! Like last year, FPM will mail packs to all delegates and speakers in advance of the Symposium. These will include a programme, speaker bios, FPM goodies, and we have reserved space for inserts from up to five sponsors.

We have worked extra hard on our delegate packs this year, and they are sure to be a talking point amongst all our attendees!



Symposium 2020 delegate pack

To say 'Thank you' to our partners of 2021

We very much appreciate Symposium partners committing time and budget to supporting our events and we are focused on ensuring you enjoy a fruitful return on investment. We will include all of the below features on a complimentary basis to all of our partners of the Symposium 2021. We hope this supports your marketing objectives of profile and awareness raising and engaging with this key audience.

All partners of 2021 will enjoy the following benefits:

- An E-shot to all registrants pre-event introducing our partners - including a hyperlink to a site of your choice
- A PDF featuring your organisation and key messaging, product or service and contact details, which we will upload to our 'Hub' area, hosted on our website and available as a downloadable resource to our audience in perpetuity
- Partner logo, organisation name, 50 word overview and hyperlink on the 'Hub' area of our website - from where the Symposium audience navigate to the sessions (and remaining available with sessions on demand for a period of time post event)
- Listing of all sponsors, 50 word overview and logo within the printed conference programme
- (For gold and silver partners only) Physical A5 double-sided flyer insert into the delegate pack - the packs will be sent to all delegates and speakers in advance of the Symposium. Partners to produce and send 300 flyers to FPM prior to the event
- Post event stats, facts and figures to measure your return on investment including 'opted-in' contact details of registrants for a one-time usage

Partner Packages

To qualify for the 'inclusions for all' benefits listed on page 9, please choose one of the following opportunities.

See page 9 to review the list of additional benefits you will enjoy.

Gold Partner @ £3000 (two available)

- Your logo on the holding slides- listed as Gold Partner
- Your hyperlinked logo on the 'Hub' page of the event microsite
- Opportunity for the partner to produce a 2-min introductory video for us to push out via social media (and upload to the 'Hub' area of the microsite as a resource/reminder)
- Produce a Spotlight 10 video as part of the programme - content subject to approval - recommendation: a 10 minute case-study, product overview or solution to a regular business challenge. You will enjoy a 10 minute live Q&A session immediately after your pre-recorded session is shown at lunchtime. Spotlight session will be listed in main programme and available on-demand
- Sponsorship of a specific session - logo presence and call to action button to hyperlink audience to a site of your choice (subject to approval of session speaker)
- Three complimentary registrations to attend the sessions and network at the virtual Symposium

Partner Packages - continued

To qualify for the 'inclusions for all' benefits listed on page 9, please choose one of the following opportunities. See page 9 to review the list of additional benefits you will enjoy.

Silver Partner @ £1850 (four available)

- Your logo on the holding slides - listed as Silver Partner
- Your hyperlinked logo on the 'Hub' page of the event microsite
- Opportunity for the partner to produce a 2-min introductory video for us to push out via social media (and upload to the 'Hub' area of the microsite as a resource/reminder)
- Produce a Spotlight 5 video that will be uploaded to the 'Hub' area of the microsite and remain available on demand for a period of time post Symposium - content subject to approval. Recommendation: a 5 minute case-study, product or technology demo or solution to a regular business challenge. You will benefit from a call to action button at the end of the video to hyperlink the audience to a site of your choice
- Two complimentary registrations to attend the sessions and network at the virtual Symposium

Bronze Partner @ £650

- Your hyperlinked logo on the 'Hub' page of the event microsite
- Produce a 2 min introductory video for us to push out via social media (and upload to the 'Hub' area of the microsite as a resource/reminder)
- One complimentary registration to attend the sessions and network at the virtual Symposium



How to book

Please get in touch to discuss your requirements and check availability of any packages. We look forward to hearing from you.

Contact details:
partnerships@FPM.org.uk



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