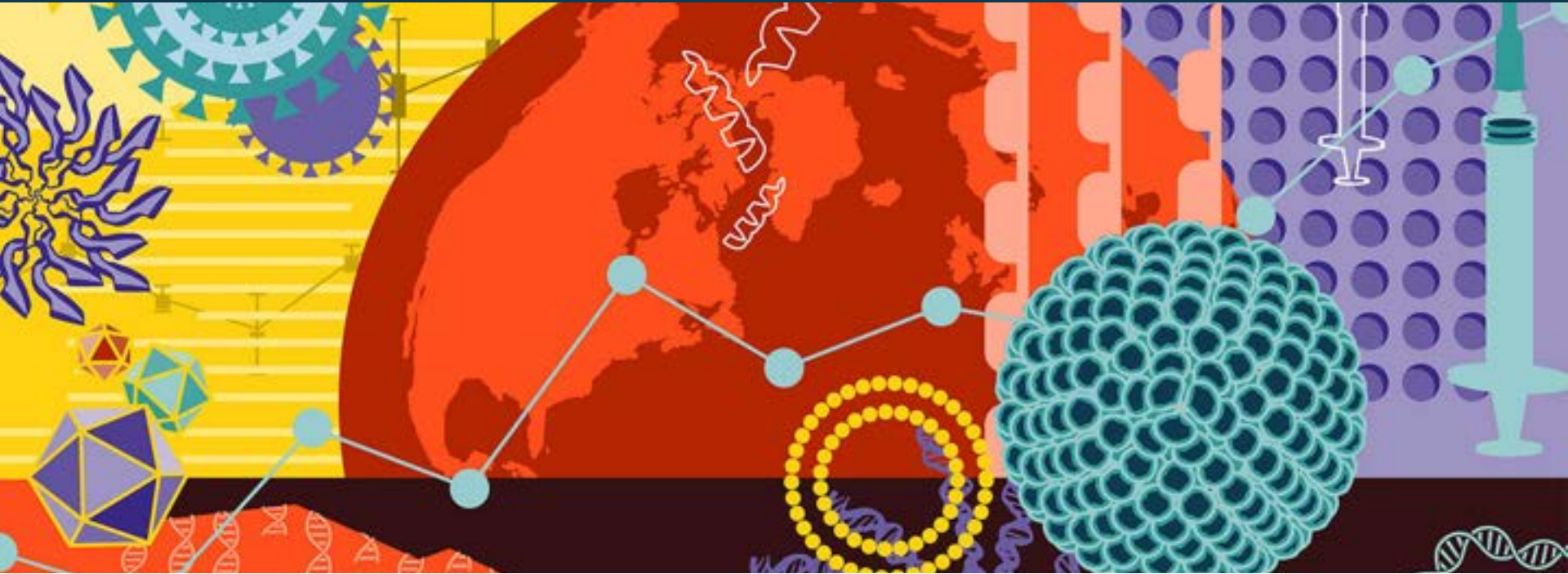


Faculty of Pharmaceutical Medicine

Partnership Prospectus
2022



Welcome

Organisations who share FPM's vision of a world where effective medicines meet the needs of patients are invited to support us by sponsoring our events.

- *We are excited to be able to hold face to face events again this year. Having learnt from the challenges the pandemic brought to live events, we have incorporated the wider reach that online events and networking offers.*
- *Listening to feedback from our partners, we understand the most effective campaigns are integral partnership options enjoyed over a period of time to ensure you have multiple touchpoints with our audience to bring your brand, product or service to the forefront. The repetition brings high awareness and builds both trust and longevity*
- *We have heard from our partners that educational input is desired. We can help position you as experts, promoting your products and services to solve the everyday challenges of our audience. We welcome proposals from our partners to offer inspiring and innovating content*



Support us

Association with FPM shows that you are committed to our values and ethos of promoting the highest standards in pharmaceutical medicine for the benefit of patients and the public. It shows that you support our members and their commitment to maintaining the highest standards of competency and ethical practice in their work.

We have innovative, interactive opportunities for you to choose from to raise awareness and engage with our audience. We are able to offer in-person opportunities, post-event facts and figures, and opted-in contact details of attendees so that you can continue the conversations and ensure you maximise your involvement and budget.

Contact: partnerships@fpm.org.uk

Our events 2022

- Education Day - 15 June 2022 - In person and On Demand
- Annual Awards Ceremony and drinks reception - 6 July 2022 - In person
- Annual Symposium - 3 November 2022 - In person and Online (hybrid)

All events will be held in Central London

Our members

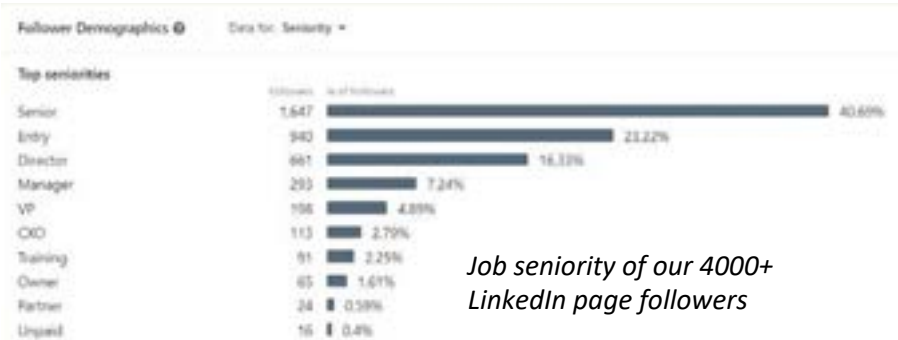
Our primary audience: predominantly UK based, professionals in the field of Pharmaceutical Medicine including:

- 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, aspiring leaders



We enjoy a loyal following:

- 5,000+ social media followers
 - 1,500+ subscribers to our e-activity
(with an impressive 50% open rate of our e-activity)
- 200 Symposium attendees



Job seniority of our 4000+ LinkedIn page followers

What are the benefits of partnering?

FPM will provide a series of digital touch-points which will connect partners 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, partners can also increase their brand equity by being seen to support FPM's major annual events. With exciting programmes and stellar speaker line-ups, FPM's events are extremely well respected and important within the field of pharmaceutical medicine.

Seeking Partners

Partners are welcomed, especially from the following sectors: 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



CORPORATE PARTNERSHIP 2022

New for 2022, we are inviting a select number of partners to support a wider activity of FPM events and education.

We know that our partners desire to be positioned as thought leaders - providing expertise in their field and solving everyday challenges for our community. To support your marketing objectives and keep your brand at the forefront, we offer you the opportunity throughout 2022 to become a Corporate Partner.

Subject to availability, two partners will enjoy multiple touchpoints with the FPM community. Our corporate partners will benefit from a high level of interaction, stronger brand awareness and longer-term engagement this year. Offering both digital and physical activity, the reach will be wider and the duration of exposure longer.

Our Corporate Partner package includes premium sponsorship at all three 2022 events: £9,000 inc. VAT (2 x available)

- Education Day - Gold partner
- Awards - Gold Partner
- FPM Symposium - Gold partner

Corporate partners will be announced, featured and promoted via all platforms in advance of the events as we commence the marketing and communications for our events calendar.

How to book

Please get in touch to discuss your requirements.
partnerships@fpm.org.uk

A 'Thank you' to all partners 2022

We very much appreciate our 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 in 2022. We hope this supports your marketing objectives of profile and awareness raising and engaging with this key audience.

All partners of 2022 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 'Partner Page', 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 'Partner Page' area of our website
- Partner logo, organisation name, 50 word overview and hyperlink on our online event platform, from where the Event audience navigate to the sessions (and remaining available with sessions on demand for a period of time post event) and on the post event 'OnDemand' webpage.
- Listing of all partners, 50 word overview and logo within printed materials
- Generic post event stats, facts and figures (shared within four weeks of our event's activity), to measure your return on investment

2022 Partnership Opportunities



Our events 2022

- Education Day - 15 June 2022 - In person and On Demand
- Annual Awards Ceremony and drinks reception - 6 July 2022 - In person
- Annual Symposium - 3 November 2022 - In person and Online (hybrid)

All in-person events will be held in Central London



FPM EDUCATION DAY 2022

The Real Deal

The use of real world evidence in pharmaceutical medicine

15 June 2022 | In-person and On Demand

Evolving technology and advances in data science techniques provide new opportunities for the use of real world evidence (RWE) finding application throughout the lifecycle. From clinical trials to regulatory decision-making, marketing authorisation and pharmacovigilance, the potential for the use of RWE is rapidly accelerating. This is a 1 day, CPD approved, event to learn about new developments in this area from our expert speakers, and find out how RWE can be harnessed within the UK regulatory framework.

Education Day - Key info

FPM Education Day is an annual event for pharmaceutical physicians and others working in the field of pharmaceutical medicine. Education Day gives in-depth, up to date insight on a developing topic, networking opportunities and professional development for aspiring and leading members of the pharmaceutical industry. It also includes opportunities for those undertaking Pharmaceutical Medicine Specialty Training (PMST) to receive support and guidance as they progress on their journey towards GMC Specialist Registration.

Location: NCVO, London. (Nr Kings Cross)

Event type: One day conference/educational day

Expected audience: 80 ppl. Mid-career and senior pharmaceutical physicians working in biotech, clinical trials, regulatory, consultants, industry and independent. Early/mid-career PMST trainees.

Digital presence: Promotion on social media, website and in newsletter before and after the event (after = promotion of On Demand content)

Benefits of partnering

Supporting a high-level educational event on a developing field and technologies with the potential to revolutionise all aspects of medicines development and product lifecycle. Direct contact with decision makers and future leaders in pharmaceutical medicine. Supporting pharmaceutical physicians on their journey to GMC Specialist Registration.

Education Day Partner Packages

To benefit from all the digital exposure as listed in the 'Thank you to all partners' section (page 7), choose one of the following partnerships

Or become one of only two Corporate Partners for 2022 (page 6) to enjoy multiple touchpoints and the highest level of exposure across the FPM community



Gold Partner @ £3000 inc. VAT (one available)

- Table top exhibition - clothed table, two chairs & a power socket on request
- Banner in the main theatre
- Two passes to education week (physically)
- Opted in contacts with email addresses post event (physical attendees)
- Benefits from all the digital exposure as listed in the 'Thank you to all partners' section
- Logo on holding slides, online event listing, OnDemand event page and all online promotion

Bronze Partner @ £750 inc. VAT

- Benefits from all the digital exposure as listed in the 'Thank you to all partners' section
- Logo on holding slides, online event listing, OnDemand event page and all online promotion
- One pass to education week (physically)

FPM ANNUAL AWARDS CEREMONY 2022

6 July 2022 | In-person

Celebrating our members and new entrants onto the pharmaceutical medicine specialist register, new Members (MFPM), new Fellows (FFPM), new Members by Distinction, new Honorary Members, new Honorary Fellows, the winner of the FPM President's Medal, the winner of the Volunteer Award, the winner of the Achievement in the DPM Exams Award, the winner of the Achievement in the CPM Exam Award.

"Graduation style" ceremony and drinks reception at the Royal College of Physicians medicinal garden.

Awards ceremony - Key info

FPM Awards Ceremony is an evening event where we celebrate the fantastic achievements of our members. Akin to a graduation ceremony, this formal event marks waypoints in the careers of our members. Our awards include the FPM President's Medal (the highest honour bestowed for excellence in the field) and Academic Achievement Awards for the highest marks gained during our Diploma and Certificate in Pharmaceutical Medicine exams.

Location: Royal College of Physicians, London (Nr Regent's Park)

Event type: Awards ceremony and drinks reception. Networking and social mixer.

Expected audience: 150 (110 pharmaceutical professionals, 40 family members). Mid-career to senior pharmaceutical physicians and other members of the pharmaceutical world (senior educators, company leaders, thought leaders, innovators)

Digital presence: 2 week build up to ceremony and 2 week drip feed post-ceremony of social media posts, newsletter and website spotlights on a selection of awardees (inc. new Honoraries/award winners)

Benefits of partnering

Aligning your brand to excellence in pharmaceutical medicine. Supporting new, aspiring and established leaders in the fields of pharmaceutical medicine and public health. Networking opportunities and direct access to leaders and influencers, and aspiring leaders and influencers.

Previous awardees include: Jonathan Van Tam, Penny Ward, Chris Whitty, William Vant Hoff, Pauline Williams, Alan Boyd, Malcolm Bryce, Ian Hudson, Freda Lewis-Hall, Peter Sterk, Goonaseelan Pillai etc

Awards Ceremony Partner Packages

To benefit from all the digital exposure as listed in the 'Thank you to all partners' section (page 7), choose one of the following partnerships

Diamond Partner @ £2000 inc. VAT (one available)

- *Sponsor of the FPM Volunteer Award - subject to availability*
- Logo on holding slides shown throughout the evening (tiered Diamond & Ruby)
- Opportunity to display one pull up banner at the drinks reception
- Opportunity to display one pull up banner in the entrance hall
- Welcome speech at the drinks reception - 3 minutes
- Silent slide show as awardees enter
- Congratulations message to awardees on social media pre event
- Tall table exhibition - tall table & two stools
- Two seats at the ceremony, two tickets to the drinks reception

Ruby Partner @ £1000 inc. VAT (two available)

- *Sponsor of one 'Academic Achievement' award - subject to availability*
- Logo on holding slide shown throughout the evening (tiered Diamond & Ruby)
- Opportunity to display one pull up banner at the drinks reception
- One congratulations message to the awardee on social media pre event
- One seat at the ceremony, one ticket to the drinks reception

Awards Ceremony Partner Packages

To benefit from all the digital exposure as listed in the 'Thank you to all partners' section (page 7), choose one of the following partnerships

Or become one of only two Corporate Partners for 2022 (page 6) to enjoy multiple touchpoints and the highest level of exposure across the FPM community

Gold Partner (Corporate Partners only)

- Logo on holding slides shown throughout the evening
- Opportunity to display one pull up banner at the drinks reception
- Opportunity to display one pull up banner in the entrance hall
- Welcome speech at the drinks reception - 1 minute
- Congratulations message to awardees on social media pre event
- Tall table exhibition - tall table & two stools
- Two seats at the ceremony, two tickets to the drinks reception





FPM ANNUAL SYMPOSIUM 2022

3 November 2022 | In-person and online

~~Can we?~~ **Should we?**

Fostering trust through ethical practice in
the pharmaceutical industry

FPM ANNUAL SYMPOSIUM 2022

Can we? Should we?

Fostering trust through ethical practice in
the pharmaceutical industry

3 November 2022 | In-person and online

In science we often ask “can we?” but in medicine we must always ask “should we?”. Our one-day symposium will look at how pharmaceutical physicians can improve trust in the industry and medicines, across diverse communities, governments and the life-sciences ecosystem, by embedding ethical practice in all that we do.

Themes

Ethics in pharmaceutical medicine and clinical trials

Embedding ethics in our practice allows us to meet the needs of diverse populations across the world.

How do pharmaceutical physicians embed ethical thinking into their everyday practice? How can ethics support the design and implementation of innovative, global clinical research and medical affairs activities? How can ethical thinking directly support equitable access and meet the needs of vulnerable people and underserved or marginalised communities?

Getting the comms right – Information vs Misinformation vs Over-communication

Delivering the right information, in the right way, at the right time, is vital for public health.

How do we as a community ensure that we are communicating effectively with patients and the public? Can we learn from the lessons of the COVID-19 pandemic? What are the most effective tools for communicating benefit:risk and efficacy of medicines to the public? Can bad communication or lack of information erode trust?

Trust in medicines

Pharmaceutical physicians are key in engaging across the life sciences in developing effective and safe medicines.

How can we communicate and lead work across the life sciences ecosystem to build trust in medicines in clinicians, the public and policymakers? How can we encourage an understanding and a healthy scepticism within society, so that people become better educated and more active partners in decisions about their health? How can we help to create empowered patients?

Symposium - Introduction

Fostering trust through ethical practice in the pharmaceutical industry

FPM's headline event is its Annual Symposium, held every November. Our first hybrid symposium (in-person and online) will include plenaries and smaller interactive workshops from key figures in our field and some very special guests.

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 2021, and we were delighted with the results. We routinely received exceptional feedback from our symposium delegates. Our net promoter score for 2020 was 47, and was 42 for 2021, rating as 'excellent' for a B2C event*.

This year we will be building on our success and lessons learnt to produce an in-person and online event with audience engagement at its core.

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



"This Symposium was energising"

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



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

Feedback from delegates who attended FPM Annual Symposium 2020

Symposium - Key info

Location: Hallam Conference Centre, London (Nr Regent's Park) and Online (Zoom events)

Event type: Conference

Expected audience: 150 in person, 100 online. Early-career to senior pharmaceutical physicians working in biotech, clinical trials, regulatory, consultants, industry and independent. Other members of the pharmaceutical world and public health (policy influencers and decision makers, senior educators, company leaders, thought leaders, innovators, patient advocates).

Digital presence: Opportunity for sponsored talks and clear signposting to digital content on our online platform. Extended life of sponsorship opportunities - 3 month build up to Symposium and 2 month drip feed post-event of social media posts, newsletter and website spotlights on a selection of speakers and sessions. This includes Gold Partner spotlights.

Benefits of partnering

Presence at the leading high-level, cutting-edge, educational conference for pharmaceutical physicians in the UK. Unique partnership opportunity at a conference that explores and promotes ethical practices in pharmaceutical medicine, industry and public health, as well as the importance of patient perspective and communication that empowers patient choice. Networking opportunities and direct access to leaders and influencers, and aspiring leaders and influencers.

Previous speakers include: Jonathan Van Tam, Georgina Morton, John Bell, Ozlem Tureci, June Raine, Mene Pangalos, Cristina Duran etc etc

Symposium Partner Packages

To benefit from all the digital exposure as listed in the 'Thank you to all partners' section (page 7), choose one of the following partnerships

Or become one of only two Corporate Partners for 2022 (page 6) to enjoy multiple touchpoints and the highest level of exposure across the FPM community

Gold Partner @ £5000 inc. VAT (two available)

- Table top exhibition - clothed table, two chairs and power socket
- Live plenary Spotlight 5 min slot in the main theatre as part of the main programme- duration, location and timing for physical speaking slot subject to availability and desirability of content proposed - any sponsor session that is approved, will be featured digitally on demand post event
- Produce a Spotlight 10 min video - content subject to approval. Recommendation: a 10 minute case-study, product overview or solution to a regular business challenge. You will enjoy an online 10 minute live Q&A session immediately after your video is shown. Spotlight session will be listed as part of the main programme.
- Brand the pre event video content shared digitally across the FPM community
- Three passes to Symposium (physically)
- Four passes to Symposium (digitally)
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides

Symposium Partner Packages - continued

To benefit from all the digital exposure as listed in the 'Thank you to all partners' section (page 7), choose one of the following partnerships

Silver Partner @ £2500 inc. VAT (three available)

- Table top exhibition - clothed table, two chairs and power socket
- Produce a Spotlight 5 video as part of the online programme - content subject to approval - recommendation: a 5 minute case-study, product overview or solution to a regular business challenge. Spotlight session will be listed in main programme and available on-demand
- Two passes to Symposium (physically)
- Two passes to Symposium (digitally)
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides

Bronze Partner @ £900 inc. VAT

- Benefits from all the digital exposure as listed in the 'Thank you to all partners' section
- Two passes to Symposium (digitally)
- Tiered partner logos on the holding slides

(For Gold and Silver partners only) Physical A5 double-sided flyer insert into the delegate pack - the packs will be given to all delegates and speakers who opt in to receive this. (For Symposium online only attendees, these will be sent in advance of the Symposium.) Partners to produce and send 200 flyers to FPM prior to the event.

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

