

# Sponsor FPM Annual Symposium 2023

22 NOVEMBER 2023

WELLCOME COLLECTION,  
LONDON

Faculty of  
Pharmaceutical Medicine



# FPM Events

FPM is a trusted provider of in-person, online and hybrid events.

Anchored by our 30+ year history and our mission to advance the science and practice of pharmaceutical medicine for the benefit of the public, we are able to attract highly influential speakers to our meetings. Household names such as Whitty, Van Tam, Türeci and Goldacre have all accepted invitations to speak at our events on our reputation alone.

Our events portfolio is managed by a mature and award-winning events team headed by a dedicated Events Manager and supported by colleagues in marketing, policy and communications, and education - not forgetting our Chief Executive Marcia Philbin - as well as a rolling list of volunteers from our membership.

**We are now excited to offer opportunities for organisations who share our vision to support our flagship event, FPM Annual Symposium.**



"One of the best symposiums I have attended."

"Much appreciate the organisation - a massive task."

"It was a thoroughly enjoyable event and clearly a great deal of thought and preparation went into the meeting."

*Feedback from delegates who attended FPM Annual Symposium 2022*

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# Our award-winning team

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

## 2021 Memcom Award

Highly Commended in the **Best Event of the Year** category for FPM Annual Symposium 2020



## 2022 Association Excellence Award

Silver in the **Best Long-standing Event by Association** category for FPM Annual Symposium



# Why support us?

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

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 developed innovative, interactive opportunities for you to choose from to raise awareness and engage with our audience.

## **Options for regular touchpoints**

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

## **Embedded content delivery**

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 innovative content.

# Audience Profile

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

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:

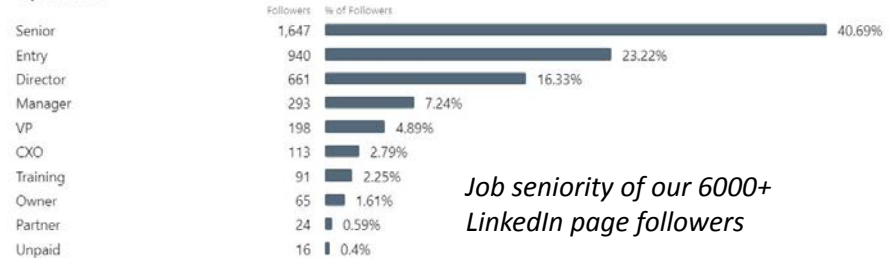
- 7,000 social media followers
- 1,600 subscribers to our e-activity (with an impressive 50% open rate of our e-activity)
- 200 Symposium attendees



## Follower Demographics

Data for: Seniority

### Top seniorities



*Job seniority of our 6000+ LinkedIn page followers*

# FPM Annual Symposium 2023

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

FPM's flagship event, the Annual Symposium, is a highly anticipated gathering that takes place every November. The upcoming 2023 edition will be held at the prestigious Wellcome Collection, London, on 22 November 2023. To ensure inclusivity and widespread participation, the meeting will be available both in-person and through live streaming. This hybrid format guarantees equitable access to the program, whether attendees choose to join in person or virtually.

The 2022 event, which was attended by more than 200 pharmaceutical medicine professionals, received exceptional feedback from delegates, who widely regarded it as one of the best Symposia that FPM has delivered to date. A net promoter score of 41 for in-person delegates was a resounding success, rating as 'excellent' for a B2C event\*.

**NEW FOR 2023:** In response to delegate feedback we are adapting the programme for the 2023 event to allow for more networking time. This will include longer breaks and a drinks reception at the end of the day, which exhibitors are encouraged to stay for.

**Benefits of partnering** Presence at the leading high-level, cutting-edge, educational conference for pharmaceutical physicians in the UK. Networking opportunities and direct access to leaders and influencers, and aspiring leaders and influencers.



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

# 'Thank you' to all partners 2023

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

*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 2023. We hope this supports your marketing objectives of profile and awareness raising and engaging with this key audience.*

## **All partners of 2023 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
- 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



# Annual Symposium Partner Packages

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

## Gold Partner @ £POA

- 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 an e-Spotlight social video for FPM to share **natively** on its digital channels - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- Four passes to the Symposium, labelled your choice of 'exhibitor' or 'delegate'. These can be either in-person or online passes.
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides
- PLUS all benefits listed on page 7





# Annual Symposium Partner Packages

Contact: [partnerships@fpm.org.uk](mailto:partnerships@fpm.org.uk)

## Silver Partner @ £POA

- Table top exhibition - clothed table, two chairs and power socket
- Produce an e-Spotlight social video for FPM to share via our website - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- Two exhibitor passes for the event
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides
- PLUS all benefits listed on page 7

## Bronze Partner @ £1,450

- Your hyperlinked logo on the 'Hub' page of the event microsite
- Produce an e-Spotlight social video for FPM to share natively on its digital channels - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- PLUS all benefits listed on page 7

**Please note:** Bronze partners will not receive delegate passes as part of their package. Tickets will have to be purchased separately if you wish to attend FPM Annual Symposium 2023.

# 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](mailto:partnerships@fpm.org.uk)

