RCN INTERNATIONAL CENTENARY CONFERENCE

Sponsorship and exhibition opportunities

Tuesday 22 and Wednesday 23 November 2016, QEII Centre, Westminster, London

“Nursing at the heart of delivering improved health nationally and globally”
This special conference celebrating the Royal College of Nursing centenary will focus on the progress of nursing and how it has improved health outcomes for patients and families, where nursing is now and its future direction.

It will provide the opportunity to hear the views of eminent health care leaders on the immense contribution of nursing in delivering improved health to individuals, communities and populations.

The conference will focus on developments in nursing, how the RCN – has influenced and is being influenced – by the global nursing community.

"We would like to invite you to support us at this important conference, which not only celebrates our centenary but will explore nursing and health care around the world and the impact nurses make on how we deliver our plans for the future given the many national and international health challenges which we face."

Janet Davies,  
Chief Executive & General Secretary  
Royal College of Nursing

The Royal College of Nursing is the world’s largest nursing union and professional body. We represent more than 435,000 nurses, student nurses, midwives and health care assistants in the UK and internationally.
GLOBAL LEADERS IN HEALTH CARE WILL SHARE THEIR VISION FOR THE FUTURE AS WE MARK 100 YEARS OF THE RCN.

OUR SPEAKERS

Dr Phumzile Mlambo-Ngcuka
United Nations Under-Secretary-General and Executive Director of UN Women. UN Women was established in 2010 to accelerate UN goals on gender equality and the empowerment of women.

Maureen Bisognano
President Emerita and Senior Fellow at the Institute for Healthcare Improvement (IHI). She served as IHI’s President and CEO from 2010 to 2015.

Dr Jim Campbell
Director of the Health Workforce Department at the World Health Organization and Executive Director of the Global Health Workforce Alliance.

Dr Susan Hamer
Organisational and Workforce Development Director and lead nurse for the National Institute for Health Research (NIHR) Clinical Research Network, the research delivery arm of the NHS. Dr Hamer is responsible for the patient and public engagement with the network.

Matt King
Professional speaker and motivator. In 2004 he was paralysed from the neck down playing rugby league for London Broncos Academy. Despite his life-changing injuries, he has since gone on to enjoy phenomenal success in a diverse range of fields.

Dr Frances Hughes
Chief Executive of the International Council of Nurses, a federation of more than 130 national nurses associations.

For further information and additional information on the programme please see www.rcn.org.uk/icc
THE PROGRAMME

The conference runs over two days and will feature over 120 sessions.

Key conference streams
Topics include:

<table>
<thead>
<tr>
<th>Society, communities, relationships</th>
<th>Technology and innovation</th>
<th>Knowledge for change and improvement</th>
<th>Populations, health and economic growth, including:</th>
<th>Conflicts, disaster and recovery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Embodied practice: rediscovering the ‘heart’ of nursing</td>
<td>Learning resources for nurses in the digital age</td>
<td>A global perspective of shared decision making, urgent surgery and the role of the nurse</td>
<td>Nursing at the heart of delivering improved health nationally and globally</td>
<td>Ebola, earthquakes, conflict and catastrophe: humanitarian aid and the role of the nurse</td>
</tr>
<tr>
<td>Back to the future: delivering person-centred care in the home</td>
<td>Using Twitter as a medium to embed evidence into practice nursing</td>
<td>Keeping frail and elderly people safely at home</td>
<td>All our health - health care professionals; a vital resource for improving the health of individuals</td>
<td>Nurses’ work in conflicts and disasters; the road to recovery from 1914 to 2016</td>
</tr>
<tr>
<td>Towards a better understanding of global partnerships for a stronger global nursing workforce</td>
<td>Mental health and frontline nurses: the medic mobile experience</td>
<td>Building, assuring, sharing and using knowledge for change and improvement</td>
<td>Better care in the community</td>
<td>Healing in an epidemic of suffering</td>
</tr>
</tbody>
</table>

For full programme updates visit our web site www.rcn.org.uk/icc
THE VENUE

The event will be held at the QEII Centre in Central London, the largest dedicated conference and exhibition space in central London. The venue offers world-class facilities for this high-profile event. Situated in the shadow of Big Ben and Westminster Abbey, the venue is served by outstanding transport links providing easy access to everything London has to offer and is within an hour’s transfer from five international airports.

For hotel details please see visitlondon.com

WHO WILL ATTEND?

WHY GET INVOLVED?

• This is the first major conference of its kind.
• Network with over 500 delegates from around the world.
• Engage in debates in which global leaders in health care will share their vision for the future as we mark 100 years of the RCN.
• Be part of an agenda driven by the international nursing community.
• Show your support for the nursing community in the RCN’s centenary year, with a focus on the RCN’s heritage, nursing in today’s society and how the profession will be supported in the future.
SPONSORSHIP OPPORTUNITIES AND BENEFITS

This conference provides a unique opportunity to be part of this high profile event which will focus on developments in nursing; how the RCN has influenced and is being influenced by the global nursing community.

Gold sponsor

We are delighted to welcome NIHR Clinical Research Network as headline gold conference sponsor, their aims align with the conference and they were an early supporter of the event.

Silver sponsorship

A unique opportunity to sponsor this high profile event. You would be a solus sponsor of the social event as well as exhibiting at the conference. For the first time, the RCN will host an open house evening for conference delegates, the event will run following the end of the first day’s conference on 22 November.

The programme is very much in development but will showcase the RCN UK headquarters by having tours running during the evening, affording delegates the opportunity to explore the exhibition in the RCN Library and Heritage Centre and view the Presidents’ Wall. Wine and canapes will be served. We will work with you to incorporate your messaging into the evening.

Pre-event:
• Branding pre-event.
• Inclusion in the communications campaign as a sponsor.
• The opportunity for an insert in the information pack which will be sent to all delegates prior to the event.
• Conference passes and invitations.
• Web presence to include acknowledgement and logo.
• Web advertisement.
• Use of RCN centenary badging during the event.

During the event:
• An exhibition stand.
• On-site branding.
• Two exhibitor stand personnel passes.
• Onsite acknowledgement and promotion.
• Acknowledgement in the conference programme as sponsor.
• Photo opportunity with RCN senior figures.
• Advertisement in the official programme.
• Insert in the delegate pack.

Post-event:
• Inclusion of logo in post-event briefing to members.
• Delegate list.
• Question in the evaluation survey.
Bronze exclusive stream sponsorship

The opportunity to sponsor one of the following conference streams:

- Society, communities, relationships
- Knowledge for change and improvement
- Populations, health and economic growth
- Conflicts, disaster and recovery.
- Technology and innovation – sponsored by Total Mobile

Package will include:

**Pre-event:**
- Branding pre-event.
- Inclusion in the communications campaign as a stream sponsor.
- Conference passes and invitations.
- Web presence to include acknowledgement and logo.
- Web advertisement.

**During the event**
- An exhibition stand.
- On-site branding.
- Two exhibitor stand personnel passes.
- Onsite acknowledgement and promotion.
- Acknowledgement in the conference programme as sponsor.
- Insert in the delegate pack.

**Post-event:**
- Delegate list.

Limited promotional opportunities available

**Exhibition stand**
This will be a 3m x 2m shell scheme stand including:

- A fully carpeted high-quality shell scheme stand with name board.
- An electrical package (500 watt socket and two spotlights).
- A 50-word entry on the conference website.
- Two exhibitor stand personnel passes.
- Delegate list.

**Delegate bag insert**
Ensure your key messages reach every delegate by inserting your leaflet/gift into the delegate pack.

**Advert in conference programme**
A full page A4 colour advert in programme.

For details of how your organisation can be represented at this conference, contact our team today. They are experts at designing bespoke packages to suit your specific requirements to ensure you get the maximum benefit from your participation.

**Contact:**
Conference Sales Lead
Jenny Burrows
T: 01442 870143 | E: exhibitions@rcn.org.uk