

the**bmj**awards

200,000+
BRANDED EMAILS SENT

17 patient representatives

1 TV broadcast



1,276 tweets
on awards night

21
regional
NEWS
stories

43
EXPERT JUDGES

300+
ENTRIES

600 guests

73 shortlisted
TEAMS

UP TO **16**
CATEGORIES

2018

Collaboration
opportunities

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Help support great teams within UK healthcare



“The BMJ Awards celebrate the inspirational work by doctors and their teams throughout the UK.

Over a 6-month period more than 300 teams submit entries which our distinguished judges whittle down to 16 eventual winners and 60 shortlisted teams are all showcased in The BMJ. Such a programme would not be possible without the support of our sponsors to whom we are enormously grateful.

If you would like your organisation to share in the spotlight, alongside the winning teams, please get in touch.” **Dr Fiona Godlee**, Editor-in-Chief, The BMJ



“Our goal in sponsoring the Awards is to build and strengthen our brand awareness across the UK. The BMJ provides a particularly strong channel to achieve this with the potential to reach more than 140,000 doctors nationwide.” **Gaelle Ainslie**, Marketing & External Relations Manager, MDDUS Headline Sponsor



Why Sponsor

Very few opportunities exist for companies to make a tangible difference to the wider society within which they operate. The BMJ Awards is one such occasion. Each year it attracts category sponsors, who benefit from the brand recognition that only a major publisher can provide.

Enhance your corporate profile through association with the “Medical Oscars” for British doctors.

- Gain direct access to your target audience
- Network with the leading lights of UK medicine
- Help raise the profile of the most innovative healthcare projects
- Be a part of the quality agenda that *The BMJ* promotes
- Associate your brand with one of the most highly ranked general medical titles in the world



Shortlisted Team – Anaesthesia: University Hospital Bristol NHS Foundation Trust

Supporters



Choose or suggest a category

We cover all medical specialties and cross-specialty activities.

Whilst we offer a good mix of categories, we always consider suggestions from you.

Recent categories

Clinical Leadership

Innovation

Patient Safety

Primary Care

UK Research Paper

Education

Diabetes

Gastroenterology

Imaging

Mental Health

Women's Health

Anaesthesia

Cancer Care

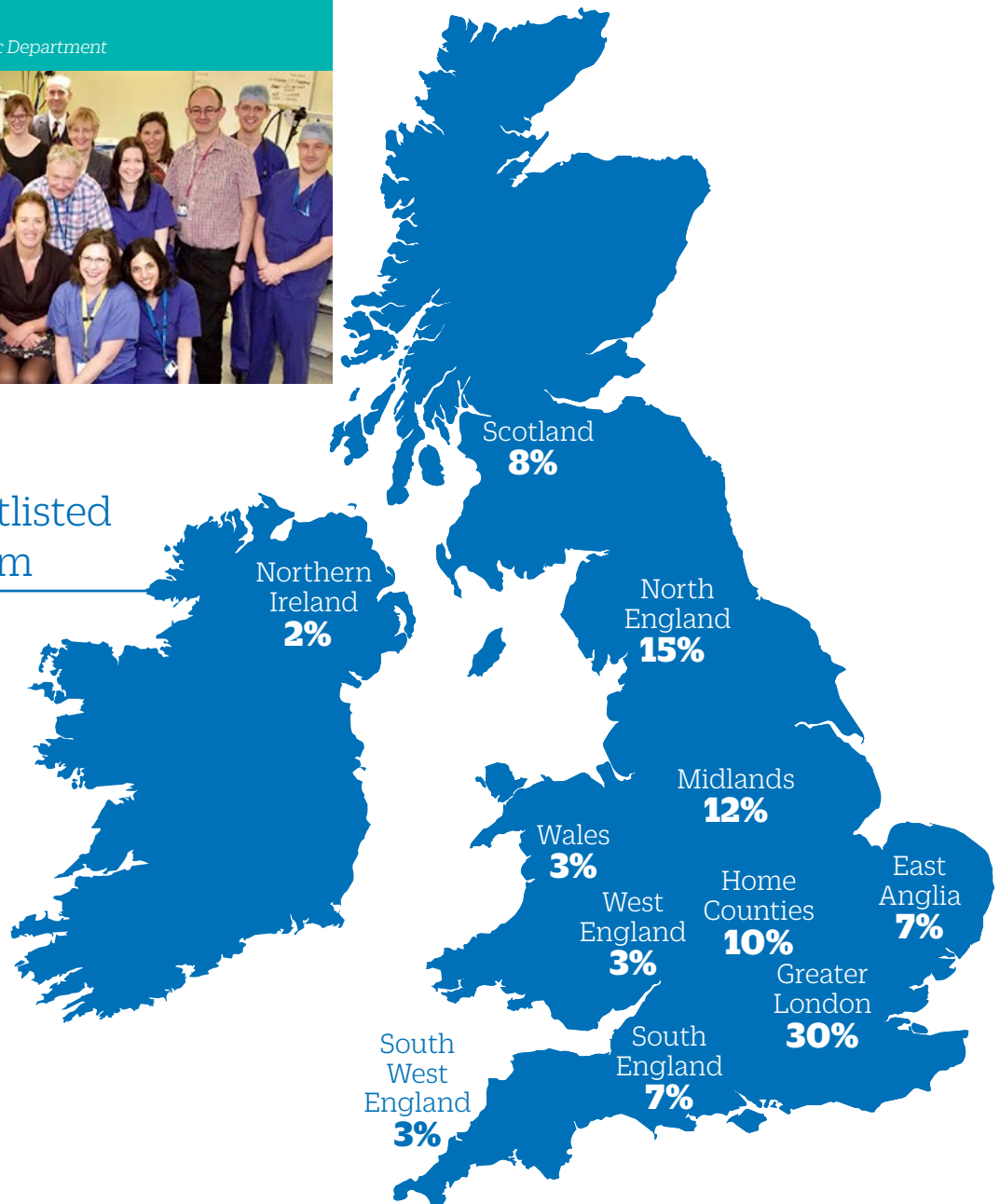
Palliative and hospice care

[Your choice of category]

Shortlisted Team – Prevention:
West Suffolk Hospital Anaesthetic Department



Where our shortlisted teams come from



The judging process

The BMJ Awards are backed by a robust judging process:

- Detailed scoring of every entry
- Peer review
- Live presentations to the expert judges
- Patient representative now included in every category



Those who win an award truly are the best of British medicine.



“We’ve seen so many inspirational innovations come through”

Liz Mear, Chief Executive, The Innovation Agency

2017 Judges

John Ashton,

President, Faculty of Public Health

Paul Buchanan, Patient Rep

Celia Ingham Clark MBE,

Medical Director for Clinical Effectiveness

Prof Ian Curran, Assistant Director of Education and Professional Standards, General Medical Council

Professor D J Dodwell,

Institute of Oncology

Chris Essen, Patient Experience Advisor

Trevor Fernandes, Patient Rep

Professor Andrew Y Finlay CBE FRCP, Professor of Dermatology, Department of Dermatology and Wound Healing Cardiff University School of Medicine

Dr Andrew J Hartle

Immediate Past President, The Association of Anaesthetists of Great Britain and Ireland

Áine Kelly,

Patient Experience Advisor

Ros Levenson, Patient Experience Advisor, Chair of the Patient and Lay Group at the Royal College of Surgeons.

Dr Kiran Patel, Medical Director, NHS England (West Midlands)

Tessa Richards, Patient Rep

Dr Tim Swanwick,

Senior Clinical Adviser and Postgraduate Dean

Peter Vogt, Patient Rep

How the awards are funded.








The BMJ Awards are run on a break-even basis and have two revenue streams which finance distinct areas of activity:

- Awards ceremony ticket purchase: help to finance all costs associated with running the evening event.
- Sponsorship: supports activities for entry generation, shortlisting, judging, press coverage and the winners supplement.













The BMJ Awards timetable

2017

| | | |
|-----------|---|---|
| June |  | Agree categories with you |
| July |  | Appoint category champions for you to meet |
| August |  | Review criteria and finalise scoring |
| September |  | Deadline for expert judges to be appointed |
| October |  | Launch of The BMJ Awards 2018 incorporating your branding Press announcement with your organisation mentioned |
| November |  | Call for entries with your branding on email templates and online entry system |
| December |  | Call for entries with your branding on print and online advertisements |

2018

| | | |
|----------|---|---|
| January |  | Entry period ends with your branding on final email marketing and social media campaigns |
| February |  | Shortlist announced , coverage begins with your logos appearing next to shortlisted features and in press releases for each category. |
| March |  | Live judging in BMA House – you are welcome to attend |
| April |  | Coverage of final shortlisted teams with your branding |
| May |  | The BMJ Awards 2018 : Thursday 10 May with your branding throughout |
| |  | Your organisation's representative to present certificates to shortlisted teams |
| |  | Your organisation's representative to present trophy to winner |
| |  | Your photo with winning team |
| |  | Your organisation's advertisement in winners brochure |
| |  | Winners coverage appears in a special supplement in The BMJ |



You can benefit from these opportunities before, during and after the event.

Before the event

- Your logo on The BMJ Awards website – thebmjawards.bmj.com
- A guide to help you to maximise your sponsorship
- “New sponsor” announced through social media
- Your logo on the awards entry system
- Opportunity to attend face to face judging day as an observer
- Your logo on print advertisements about The BMJ Awards
- Your logo on email alerts encouraging entries and announcing table sales
- A full page advert to appear in winners brochure
- Your logo to appear in The BMJ editorial coverage about the category shortlist
- Your logo on e-tickets sent to all guests
- Access to guest list prior to the event
- 10% discount on additional table sales

After the event

- Full recognition of your support in The BMJ’s winners supplement
- Full access to photographs from the night
- A summary of all press coverage
- First option to renew category sponsorship
- Your logo on the winners brochure

At the event

- A table of 10 positioned in a prime position + senior executive to sit at a VIP table
- Your logo on branded poser table within the drinks reception
- Meet teams and present branded certificates to finalists
- Your logo on twitter wall – visible throughout the event
- Your logo on plasma screens and during category winner presentation
- Your representative on stage to announce winner
- Your logo on table menu, signage and table plan and on logo photo board where photographs are taken of the winner and sponsor



“The high quality of the entries for this annual event continues to ensure that it remains as one of the very best of Health Awards. It provides brilliant recognition of outstanding health-care within the UK!” **Richard Lane OBE**, Ambassador, Diabetes UK



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