



PMA



Sponsorship of PMA organised Practice Manager Conferences

GET YOUR BRAND IN FRONT OF
PRACTICE MANAGERS!

The logo consists of the letters 'PMA' in a bold, white, sans-serif font, positioned within a blue square that has a white diagonal cut in the top-left corner.

PMA

Who are the PMA?

The PMA is the leading professional membership body for the healthcare sector (UK-wide). We provide insight, training, education and interaction opportunities for those involved in General Practice and the wider Health & Care sector. Our membership comprises Practice Managers, GPs and other Clinicians, Practice Business Managers, PCN Managers, Personalised Care workers, ICS, ICB and Training Hub members – all working in partnership. We seek to facilitate and promote best practice amongst its members.

The PMA offers education, support and career development to all those involved in the Health & Care sector.



About our Conferences

The PMA have organised numerous Practice Managers Conferences across the UK, for various NHS organisations.

This is your chance to come and be a part of it and get in front of 80-90 General Health Practice Professionals...

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WHAT MAKES OUR CONFERENCES UNIQUE?

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Working closely with the locality, PMA creates a programme with expert speakers, which means the conference content & breakout themes address local challenges, meaning **increased** numbers in attendance.

Some of our Expert Speakers at previous events



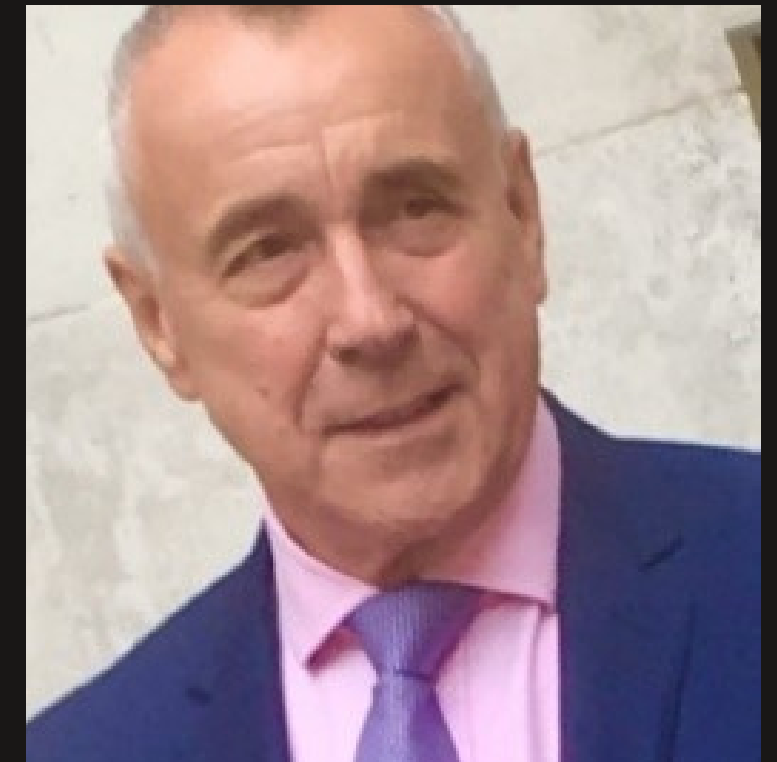
DR ROBERT
VARNAM PHD
MRCGP

Director Of General
Practice Development,
NHS England



PROFESSOR
MICHAEL
HOLMES

GP, Joint Vice Chair of
RCGP and Partner,
Haxby Group.



ROY
LILLEY

Institute of Healthcare
Management

Some of our Expert Speakers at previous events



TRACY DELL

Practice Manager,
Plane Trees Group
Practice, NAPC Practice
Manager of the Year
2019 - 22.



JOHN MCEVOY

Managing Partner,
Haxby Group.



JULIE HURST

Motivational Keynote
speaker, Work Life
Balance Centre.

Attendees include Primary Care health professionals including Practice Managers, Business Managers and Senior Administrators from across the locality – who all gain access to...

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- New initiatives – local and national
- New ways of doing things
- Build new relationships
- Create new partnerships

Delegates have the chance to hear from and engage with thought leaders and those responsible for driving change and inspiration and ideas, together with real, actionable solutions for improving healthcare services in the local community.

What else can delegates expect and where do you come in?

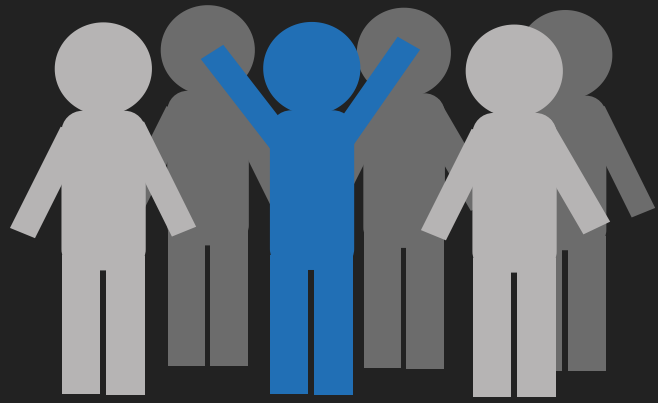
PMA

ATTEND SPECIALIST
WORKSTREAMS BASED
ON THE
REQUIREMENTS /
NEEDS OF THE
AREA

TAKE AWAY REAL
ADVICE & GUIDANCE
– PRACTICAL
SOLUTIONS & NEW
INITIATIVES
THAT CAN BE
APPLIED WITHIN
PRACTICE,
FEDERATION OR PCN.

ACCESS TO A
SELECTION OF
LEADING HEALTHCARE
SUPPLIERS,
INCLUDING: TECH
COMPANIES,
ASSOCIATED
SUPPLIERS,
CONSULTANTS &
OTHERS FROM THE
SECTOR

Benefits of Sponsoring



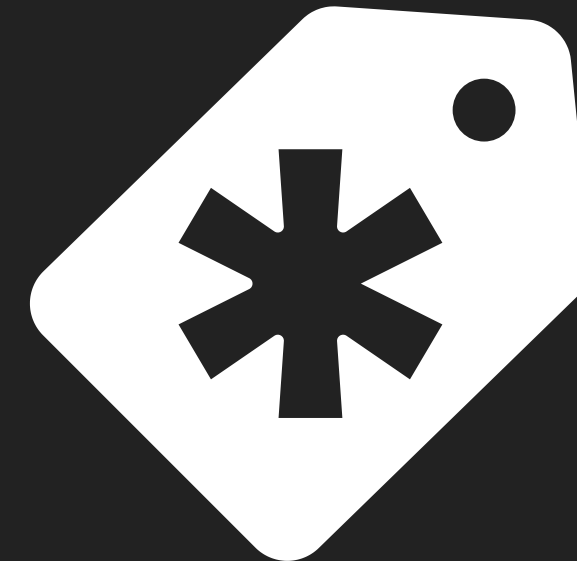
Engage
with Key
Audiences



Raise
Your Profile



Exhibition
Networking



Value

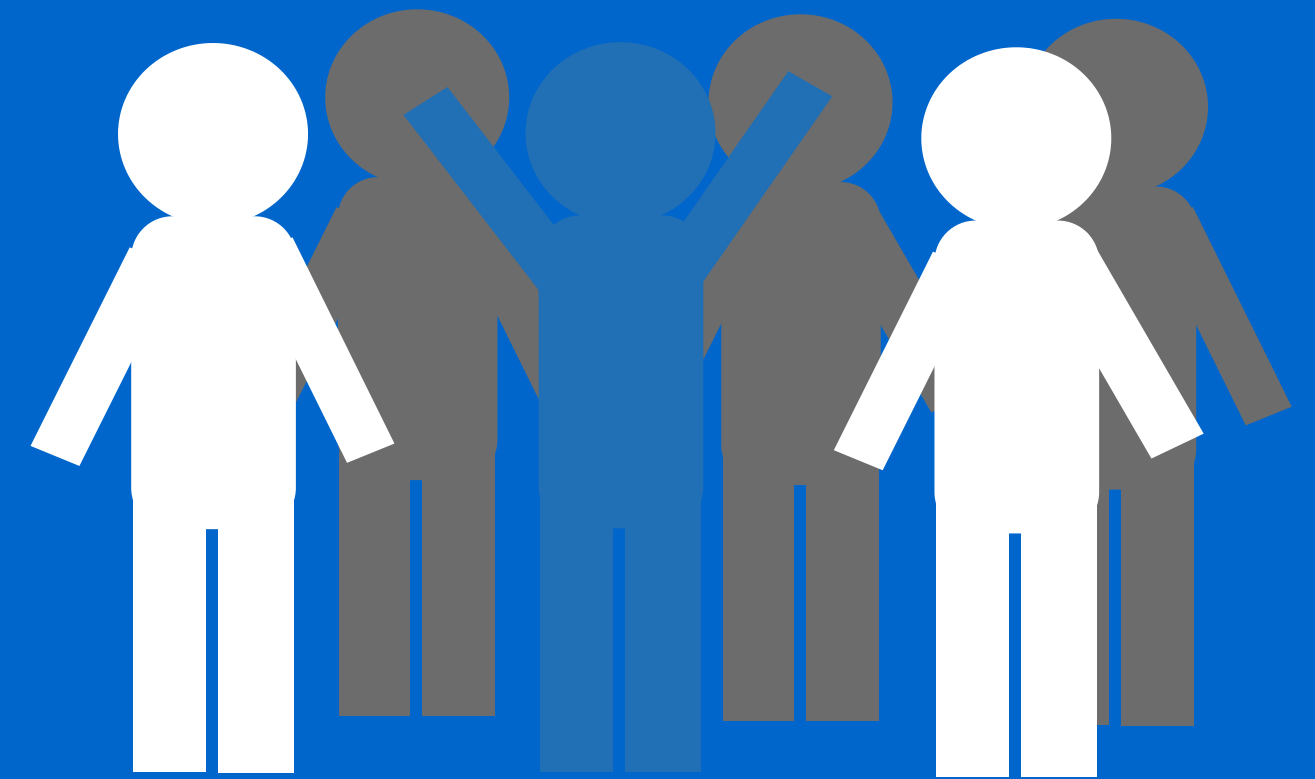


Marketing
Campaigns

We target key decision makers to ensure that you are in front of a select audience of senior practice professionals. Our Practice Manager Conferences see around 120 attendees, which includes Practice Managers and Primary care business managers across the locality.

Additionally, we offer limited stand numbers to ensure our sponsors gain direct access to delegates and speakers rather than be one of many who struggle to make an impact and see a return.

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**Engage
with Key Audiences**

We ensure our sponsors' logos are on the PMA website, promotion of the conference (incl. social media) and displayed on our event plasma screens during event break times so that further awareness of your company / brand is raised (sponsors will be provided with 3 slides to display their own content, which will be on a loop during registration, breaks and lunch times).

Additionally, you are provided with space for a 250-word bio and image to be distributed in the PMA newsletter and bulletin in the month leading upto the event, which goes out to **45,000+ recipients in primary care.**

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**Raise
Your Profile**

Exhibition Networking



Exhibitors will benefit from a prime position in a high-traffic area at the event. We can also organise an interview at your stand and introduce your organisation to the audience.

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Value



We deliver the highest quality conferences at a competitive cost ensuring our customers get the best value for money alongside a superb conference experience.

**Benefit from an extensive,
targeted marketing campaign to
attract your ideal customers to
achieve your business objectives.
Our conference is advertised
through direct email campaigns
reaching our **25,000+ members
and contacts.****

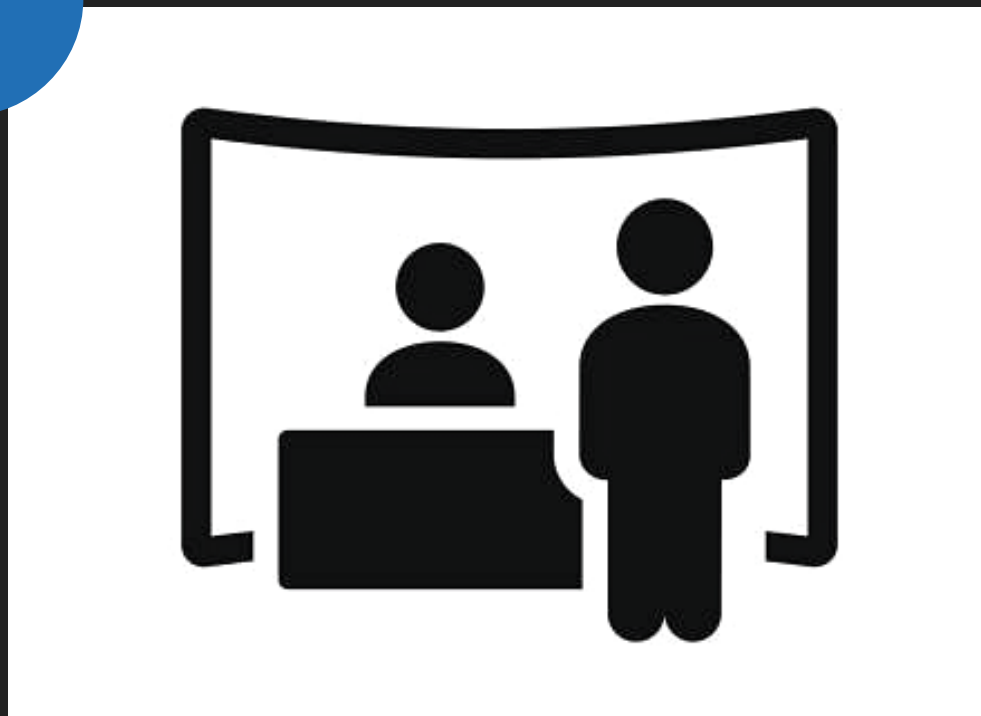


**Marketing
Campaigns**



Sponsorship Packages

1



Exhibition Sponsor

2



Literature Sponsor

3



Promotional Bag Sponsor

1

Exhibition Sponsor

- Stand space at the event
- Your company logo on the PMA website
- and online promotion of the event (incl. social media)
- Three slides to display content of your choice, which will be on a loop during event registration and break times
- 250-word bio and image to be distributed in the PMA newsletter and bulletin in the month leading up to the event, which goes out to over 45,000 recipients in primary care

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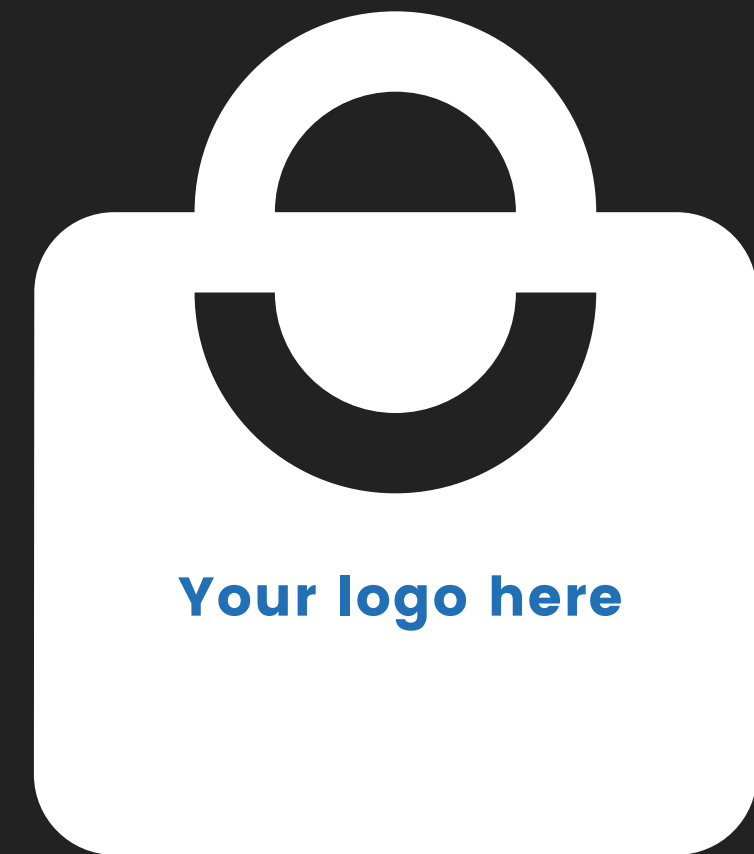
2 Literature Sponsor

Get your company / brand name and details in front of your target audience, this is an opportunity for your collateral to be distributed to all delegates (one booklet only, no bigger than A4)



3 Promotional Bag Sponsor

- Branding of your company logo on the delegate canvas bags, which all attendees will be given to take away
- Your literature will also be distributed to all delegates within the bags (one booklet only, no bigger than A4)



(limited to 4 sponsors)



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SUCCESS STORIES

SOUTH YORKSHIRE & BASSETLAW

PMA has held three Practice Manager Conferences for South Yorkshire and Bassetlaw in 2019 and 2021 with a fourth scheduled for September 2022. The first conference held in March, 2019 had over 100 attendees, and at the second in November, 2019 we had over 120 attendees, which included Practice Managers and Primary care business managers across the 5 CCG regions of Sheffield, Rotherham, Barnsley, Doncaster and Bassetlaw in attendance.



THE BLACK COUNTRY & WEST BIRMINGHAM

PMA organised the first Practice Manager Conference for the Black Country & West Birmingham STP in January 2020. Attendees included Practice Managers and Primary care business managers across the 4 CCG regions of Dudley, Walsall, Sandwell and West Birmingham & Wolverhampton in attendance.



Let's work together



WANT TO SPONSOR A PMA CONFERENCE?

We are ready to work with you to put
your brand, product or service in front
of key decision makers, contact us
now to find out more...



Contact Us

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PMA House, The Old Post Office, 1 Macclesfield Road, Alderley Edge, Cheshire, SK9 7BQ

To find out more, call 0330 111 6459 or email: enquiries@practicemanagersuk.org

www.pma-uk.org

