



Best Practice in Nursing

19-20 October 2016
Birmingham NEC

**THE BIGGEST
PRIMARY CARE
NURSING EVENT
LAUNCH IN
THE UK
ATTRACTS
1,888 NURSES**

“It has been the best conference that I have ever gone to, hands down! It wasn't just the sheer number of delegates I got to interact with, but also the company that we were with.”
*Marketing Executive,
Education for Health*

91% OF STAND SPACE HAS ALREADY BEEN BOOKED FOR 2016

WHY?

→ **BAND LEVEL OF DELEGATES**



Band 8-9	13%	Band 5	22%
Band 7	24%	Band 4	4%
Band 6	37%		



SO THAT'S a spending power of more than £1 BILLION walking around the exhibition hall at Best Practice in Nursing

→ **IN ITS LAUNCH YEAR, 1888 DELEGATES VISITED BEST PRACTICE IN NURSING, 20% MORE THAN ANTICIPATED, CONFIRMING THE NEED FOR A DEDICATED PRIMARY CARE NURSING EVENT.**

→ **94% OF OUR 2015 DELEGATES WANT TO ATTEND IN 2016, AND 98% WOULD RECOMMEND THE EVENT TO A COLLEAGUE, GUARANTEEING EVEN MORE NURSES IN 2016.**

THIS MEANS

You can now access previously untapped budget holders within the healthcare sector. The role of primary care nurse is rapidly gaining momentum with the upcoming changes to Britain's healthcare system. At Best Practice in Nursing, you have an unprecedented opportunity to get your products and services in front of this highly influential audience!

→ **63% OF DELEGATES SAID SEEING A SUPPLIER AT THE SHOW WOULD MAKE THEM MORE LIKELY TO SOURCE NEW PRODUCTS AND SERVICES FROM THEM.**

→ **77% OF OUR DELEGATES INTEND TO PURCHASE FROM OUR EXHIBITOR OVER THE NEXT 6-12 MONTHS, GIVING YOU THE BEST OPPORTUNITY TO DELIVER A HIGH ROI FROM ATTENDING THE EVENT.**

CONTACT **ABRAHAM TSEGAYE** TO HEAR MORE ABOUT EXHIBITING AND SPONSORSHIP OPPORTUNITIES

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www.bestpracticeinnursing.co.uk

[@BPInNursing](https://twitter.com/BPInNursing)

WHAT?

WHAT IS BEST PRACTICE IN NURSING?

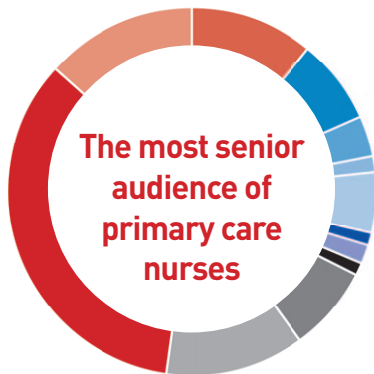
Best Practice in Nursing was created to meet the overwhelming need to cater for the education needs of primary care nurses. Over two days, nurses come together at the Birmingham NEC where they can build a personalised 12 hour CPD training path which covers clinical updates, advanced clinical training and mandatory training requirements. Nurses also come together to network and meet suppliers on the exhibition floor – which is now the largest sourcing floor for the primary care sector in the UK. All of this at no expense to the nurses.

Quality of our candidates

WHO?

Face-to-face is best

→ JOB TITLES REPRESENTED



Practice Nurse	35%
Senior Nurse	13%
Advanced Nurse Practitioner	11%
Community Nurse	8%
Nurse Prescriber	7%
Elderly Care	5%
District Nurse	4%
Healthcare Assistant	2%
Domiciliary Care	1%
Health Visitor	1%
Midwife	1%

→ ORGANISATIONS REPRESENTED



GP Practice	49%
Clinical Commissioning Group	11%
Acute Trust of Hospital	9%
NHS Organisation	8%
NHS Practice	5%
Private Practice	5%
Health / Medical Centre	5%
Mental Health Trust	2%
Local Authority	1%
GP Federation	1%



AT ANY ONE TIME THERE WAS

21 visitors to
1 exhibitor

WITHIN THE HALLS



THE TOTAL BEST PRACTICE IN NURSING ATTENDANCE WAS

1,888

The programme is designed so that each delegate has an average of

11 HRS 25 MINS

face-to-face with exhibitors at in the halls

PLUS

A staggering 94%

of delegates have put their names on the waiting list for the **2016** event so we estimate

2,000 Delegates

100 Speakers

100 Exhibitors

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HOW?

Exhibiting at Best Practice in Nursing will grow your business!

→ A NURSE'S PURCHASING HABITS BEFORE AND AFTER ATTENDING BEST PRACTICE IN NURSING

72%

of our audience only managed to see 1 or 2 suppliers in the 3 months leading up to Best Practice in Nursing. Primary care nurses are often uncontactable due to strict shift scheduling and the closed door policy in place by many general practices and healthcare organisations

80%

of our delegates interacted with 5 or more suppliers over the course of the event. This makes the show the ideal opportunity for you to have invaluable face to face time with primary care nurses

63%

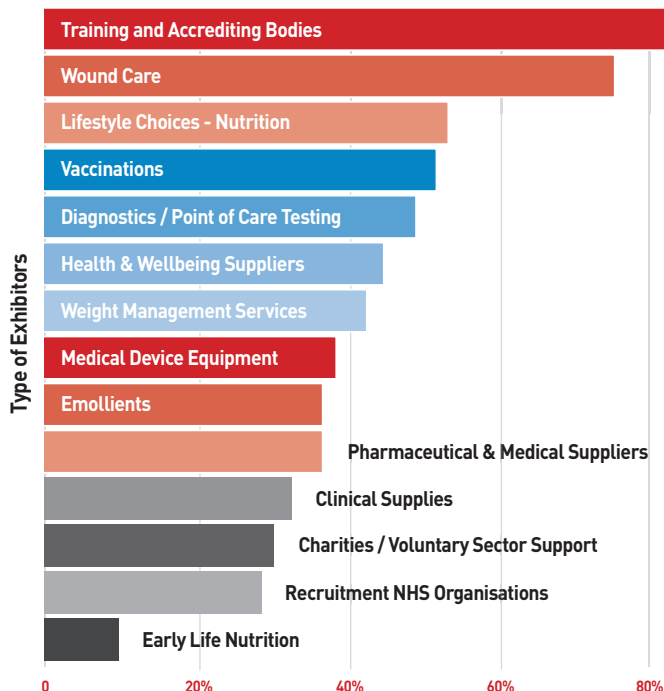
of our delegates said seeing a supplier at Best Practice in Nursing would make them more likely to source a new product or service from them

77%

of our delegates are likely to make a purchase from an exhibitor over the next 6-12 months

OUR DELEGATES WANT TO MEET WITH YOU!

We asked our delegates what type of exhibitors they would like to see more of in 2016. Here is what they told us:



How our marketing delivers such a large audience?

→ EXTRA DIRECT MAIL

20,000 PERSONAL INVITATIONS WILL BE POSTED TO EVERY SENIOR HEALTHCARE DEPARTMENT IN THE UK.

→ EXTRA ADVERTISING

ON TOP OF THE CAMPAIGNS WE HAVE ALREADY RUNNING THERE WILL BE FURTHER ADS IN EVERY KEY PRIMARY CARE TITLES.

→ EXTRA PRINT PROMOTIONS AND INSERTS

150,000 PRINT PROMOTIONS WILL BE DISTRIBUTED THROUGH OUR MEDIA PARTNERS FEATURING THE FULL CONFERENCE PROGRAMME.

→ EXTRA EMAILS

AS WELL AS WEEKLY CAMPAIGNS TO A DATABASE OF OVER 28,000 EACH OF OUR PARTNERS WILL BE SENDING OUT AT LEAST TWO BESPOKE EMAILS PROMOTING THE EVENT.

→ EXTRA ONLINE ADVERTISING

WE'RE EXPANDING OUR SOCIAL MEDIA REACH WHICH WILL INCLUDE AN EXTENSIVE RETARGETING CAMPAIGN.

WANT TO BE PART OF THE 2016 EVENT?

Contact **Abraham Tsegaye**

E a.tsegaye@closerstillmedia.com

P +44 (0)207 348 5274 for information and the packages available



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WHAT? The industry is saying about Best Practice in Nursing:

There's a really great mix of delegates this year. We are targeting dispensing practices, and have seen good leads from these. There's been a constant footfall, the day just flies by without you even realising. It's been great to see and network with existing customers, as well as putting our name out there for people who are less aware of our brand. There are lots of exciting stands from the customers' point of view, and plenty of knowledge available through the conference programme.

Debra Wright, Business Development Manager, AAH



The show has been very productive, and it's been really useful to network with other partners and exhibitors. We're in a great area opposite a workshop so have seen lots of interest at our stand. The exhibition hall is always very well-planned, so you get a good footfall throughout.

Healthcare Industry Manager, Microsoft

This is the show to attend for forward-thinking primary care teams. It delivers the 'who's who' in primary care and much much more. Miss it at your peril!

Moira Auchterlonie, CEO, FDA



The audience is very interested and engaged. The show allows us those face-to-face opportunities with the key stakeholders that we need to speak to. There's lots of changes going on in primary care, so this is the kind of show we need to be seen at – with lots of senior members of the NHS in attendance.

Fiona Sherwood, NHS England

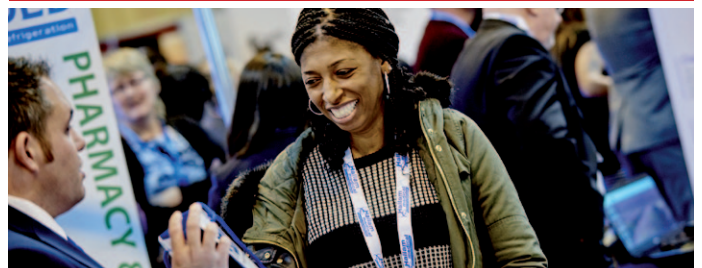
We're trying to raise awareness for FGM among the entire healthcare profession, so this event is key for targeting that audience. I've had some great conversations with nurses from a range of backgrounds, so it's been a great opportunity to extend knowledge and awareness around the issue. The show provides exactly the people you want to meet. It's an audience who care, are in the know, and equipped to help with a cause like ours.

Gillian Squires, Detective Constable, West Midlands Police (FEMD)

We had a very well-attended session this morning, with lots of delegates coming to the stand afterwards to find out more. We are very pleased with business and footfall around the stand too. We provide services for independent practices, as well as CCGs so this show is a total catchment for us.

The show is great for getting your name out there, particularly among an audience who are involved in high-level sales. The uptake is good, the organisation is great – it's a result!

Nick Cook, Sales Executive, MJag



We've had a constant flow of traffic and seen a great range of healthcare professionals, from nurses to senior members of acute trusts. (The Show) provides an effective forum where we can go out and talk to people and find out what their challenges are. Here you get a relevance at a primary care level, which is different from the more general shows where they cover everything and lose direction.

Nick Hodgetts & Kally Trahearn, NHS Improving Quality

We haven't stopped, it's been so busy! Busier than last year. It's nice for our surgery customers to see us and put a face to a name. We've had a least 25 quality leads just from the first morning. The delegates that attend are exactly the right people you want to speak to. We've already booked for next year!

Tracey Thomas, Business Development Manager, Williams Medical

There is now limited stand space available! Act quickly to secure a stand.
Call Abraham Tsegaye to request a floorplan and select a stand in prime position

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