



The Leadership Forum

Sponsorship Opportunities

The 2009 Series

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SYNOPSIS

The Cambridge University Hospitals (CUH) Leadership Forum is a lecture series, established to provide stimulating and informative sessions on a broad range of leadership topics.

Membership to the lectures is by invitation only.

The exclusive series of lectures provides the sponsor with a unique opportunity to position their company and clients alongside the primary leadership group in the healthcare sector and beyond.

'The Leadership Forum would expose the sponsor to the market leaders, decision makers and senior members of staff from within CUH, their providers and suppliers along with existing corporate partners from our local healthcare community.'

THE PROPOSAL

Within the 2009 series there are seven lectures.

Each lecturer is chosen for their position within their field of work, knowledge, expertise and interest. This offers the sponsors the chance to be associated with world class speakers from not only within the medical world but also the business community and beyond.

The Leadership Forum provides your company with the following two opportunities:

The naming right for the series –

- Your logo on all invitations for the series
- Your logo on all letterhead for the entire series
- An opportunity for a member of your organisation to speak on the night
- An opportunity for a member of your organisation to meet with the key note speaker and for your company to benefit from all the associated press/media coverage (photo opportunities etc)
- Coverage in local and national press on the run up to and after the event*
- Your companies logo to be displayed in a prominent position on the night

The sponsorship of each lecture -

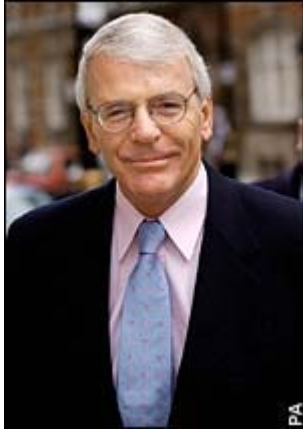
- Your logo on all invitations for that lecture – alongside the naming sponsor
- An opportunity for a member of your organisation to speak on the night after the naming sponsor
- An opportunity for a member of your organisation to have their photograph taken with the guest speaker and the naming sponsor
- Coverage in local and national press on the run up to and after the event*

* This cannot however be guaranteed.

LECTURERS PAST AND FUTURE

Past Lecturers

Sir John Major



Sir John Major, former Conservative Leader and Prime Minister of the United Kingdom from 1990-1997 presented at the Leadership Forum in September 2008. Sir John presented on the topic of "The Changing World" and delegate comments included "excellent lecture" and "Excellent evening – great speaker".

Professor Sir George Alberti



Professor Sir George Alberti is the British Government's National Clinical Director for Emergency Access. He is currently at number 48 in the Health Service Journal's "Top 50 people with the Greatest Influence on NHS Management Policy and Practice in 2008".

He presented at the Leadership Forum in May 2008. His presentation was entitled "Urgent Care 2009 – what will it look like and who will lead?" Comments from delegates included "I found this lecture very interesting indeed and I look forward to the next event on the schedule".

Doug Richard



Doug Richard is currently the founder and Chairman of Library House in Cambridge, a research intelligence company providing essential sources of comprehensive information on the fastest growing, most innovative ventures. He is a successful Business entrepreneur with over 20 years experience in the development and leadership of technology and software ventures, both in the US and in the UK. He has also appeared as a "Dragon" on Dragons Den. Doug presented at the Leadership Forum in November 2008 on the topic "Can business principles be applied to healthcare"? Comments from delegates included "he was one of the best speakers", "we need his skills in the future and for training", "I thoroughly enjoyed the evening, I felt Doug Richards presentation was realistic and I would feel comfortable to take on some of his suggestions".

Future Lecturers

Lord Dazi



Lord Dazi is the Parliamentary Under-Secretary of State for Health. He has confirmed that he will be presenting at the Leadership Forum in February 2009. He is currently number 1 in the Health Service Journal's "Top 50 people with the Greatest Influence on NHS Management Policy and Practice in 2008". Comments from delegates regarding this forthcoming presentation include "thank you for arranging these evenings. I have got a lot out of the ones I have been too and I look forward to attending next years; so far I am especially interested in the Lord Dazi presentation".

THE LECTURERS – Overview

Date	Speaker	Chairman	
Autumn Series 2007			
27/9/07	Peter Donnelly	Dr Gareth Goodier	<p>Peter Donnelly, is an Australian mathematician and Professor of Statistical Science at the University of Oxford. He is a specialist in applied probability and has made important mathematical contributions to coalescent theory.</p> <p>He is noted for his collaborative work with biologists. He has been heavily involved in a number of large scale projects, such as the International HapMap Project and the Wellcome Trust Case Control Consortium, a genome-wide association study.</p>
22/10/07	Prof A De Meyer	Dr Mary Archer	<p>Prof Arnoud De Meyer is Director of Cambridge University Judge Business School.</p> <p>Before joining Judge Business School, Professor De Meyer was associated for 23 years with INSEAD as a professor and as Dean for the MBA programme, Executive Education and the Euro Asia Centre. He was also the founding Dean of INSEAD's Asia Campus in Singapore.</p> <p>His interests lie in research of manufacturing and new technology.</p>
12/08	Martyn Lewis	Dr Mary Archer	<p>Martyn Lewis presented the BBC news from 1986 to 1999.</p> <p>He was awarded a CBE in 1997 for his services to young people and the hospice movement. He is president of United Response, a charity supporting people with learning disabilities or mental health needs to live in the community, in England and in Wales.</p> <p>He has also concentrated on the youth charity YouthNet UK, which he founded in 1995 and has been the charity's chairman since its inception.</p> <p>He is also chairman of Teliris, one of the first telepresence systems developed.</p>
Summer Series 2008			
24/04/08	Ben Page	Dr Mary Archer	<p>Ben Page is Managing Director of Ipsos MORI Public Affairs and Chairman of the Ipsos MORI Social Research Institute.</p> <p>He is a frequent writer and speaker on leadership and performance management in the public sector, he has directed hundreds of surveys examining quality of life, service delivery, customer care, communications and the democratic deficit.</p> <p>He has been named one of the "100 most influential people in the public sector" by the Guardian newspaper and "one of the 50 most influential people in local government"</p>
22/05/08	Prof Sir George Alberti	Dr Gareth Goodier	<p>Prof Sir George Alberti is the British Government's National Clinical Director for Emergency Access. He has been Professor and Dean of Medicine at the University of Newcastle upon Tyne and</p>

			President of the Royal College of Physicians.
26/06/08	Prof Bernard Crump	Dr Mary Archer	Professor Bernard Crump is currently the Chief Executive of the NHS Institute for Innovation and Improvement.
22/7/08	Senator Bill Bradley	Dr Mary Archer	Senator William W. Bradley, is a Managing Director of Allen & Company LLC. From 2001-2004, he acted as chief outside advisor to McKinsey & Company's nonprofit practice. He was a Senior Advisor and Vice Chairman of the International Council of JP Morgan & Co., Inc. from 1997-1999. In 2000, he was a candidate for the Democratic nomination for President of the United States.
Autumn Series 2008			
22/09/08	Sir John Major	Dr Mary Archer	Sir John Major was Prime Minister of the United Kingdom and Leader of the Conservative Party from 1990 to 1997.
27/11/08	Doug Richard	Dr Gareth Goodier	Doug Richard is a United Kingdom-based Californian entrepreneur and specialist in technology transfer, commercialisation, and business incubation. He shot to prominence as a result of the BBC programme <i>Dragons' Den</i> , where he appeared as a 'dragon' and investor
Winter Series 2009			
29/01/09	Ms Fru Hazlett	TBC	Fru Hazlett was Chief Executive of GCap-owner of various radio stations and media. She has also been Chief Executive of Virgin Radio and Managing Director of Yahoo! UK and Ireland.
25/02/09	Lord Darzi	TBC	Lord Darzi was appointed Parliamentary Under-Secretary of State (Lords) at the Department of Health by the Prime Minister, Gordon Brown in 2007. He is to carry out a "wide-ranging review of the NHS" to ensure that "a properly resourced NHS is clinically led, patient-centered and locally accountable."
Summer Series			
30/04/09	Julie Spence	Date not yet confirmed	Julie Spence is Chief Constable of Cambridgeshire Constabulary. She has been awarded an OBE for championing the role of women in the work force.
20/05/09	Lord Moynihan	Confirmed	Lord Moynihan is the Chairman of the British Olympic Association
Autumn Series			
24/09/09	Lord McLaurin	TBC	Lord McLaurin is the former CEO of Tesco PLC and Chairman of Vodaphone PLC.
Remaining in series TBC			

OVERVIEW OF THE SERIES

'The Leadership Forum is a relatively new venture for CUH – providing senior managers, clinicians, our academic community and local partners to come together and hear eminent speakers talk on topical leadership and healthcare issues. The seminars, themed around five key priorities, are designed to stimulate thinking and encouraging intellectual debate and discussion. '

The five key priorities are listed below:

- *improving the **experience of patients***
- *improving **patient care and safety***
- *ensuring **clinical excellence and effectiveness***
- *valuing our **staff and partners***
- *striving for **innovation in all we do***

The lecture is followed by a wine reception to promote further networking, informal debate and discussions amongst guests.

WHY SPONSOR THE SERIES?

To be in close association with the largest employer in our region.

To be associated with one of the countries top NHS charities.

To make sure your company is synonymous with leadership.

DETAILS

Sponsorship Type/Level	Package	Cost
Naming Sponsor for the series 2009	<ul style="list-style-type: none"> Your logo on all invitations for the series Your logo on all letterhead for the entire series An opportunity for a member of your organisation to speak on the night An opportunity for a member of your organisation to meet with the key note speaker (photo opportunities etc) Coverage in local and national press on the run up to and after the event* Your companies logo to be displayed in a prominent position on the night 	<p>£10,000</p> <p>* As and where possible</p>
The Sponsor of each Lecture	<ul style="list-style-type: none"> Your logo on all invitations for that lecture – alongside the naming sponsor An opportunity for a member of your organisation to speak on the night after the naming sponsor An opportunity for a member of your organisation to have their photograph taken with the guest speaker and the naming sponsor Coverage in local and national press on the run up to and after the event* 	<p>£1,000 per lecture</p> <p>* As and where possible</p>

THE SPONSORSHIP AND MEDIA PACKAGE

Sponsorship Proposal Summary

2009 Series Naming Rights

£10,000

For £10,000, as naming sponsor your company would be highly visible and synonymous with the leadership forum lecture series 2009.

Your logo would be on all associated literature regarding the series, from the letterhead and invitations to posters and flyers. As lead sponsor you would also be able to invite your top clients to the event (maximum number TBC)

This would mean that all media coverage would guarantee your company exposure. This would include:

- Your companies logo to be present on any supporting information to be sent out regarding the lecture series
- Press releases advertising the lectures and follow up stories after the event – including Business Weekly, The Cambridge Evening News, The Cambridge Network and where possible the national press.
- A specific webpage for the lectures on the Addenbrooke's Charitable Trust (ACT) Corporate pages
- Details of the event and sponsors on the CUH website
- Photograph opportunities with the speakers
- An opportunity for a member of your organisation to speak at the event.
- Automatic membership to ACT's Corporate Forum. A Corporate Club where members are invited to attend a lecture and networking evening twice a year, where they can meet with key businesses locally and nationally, whilst meeting directors and senior medical staff at the hospital.

2009 Series Lecture Sponsorship

£1,000 per lecture

For £1,000, as Lecture sponsor your company would have their logo displayed along with the naming sponsor, on one set of publicity documents.

This would include the invitations, flyers and posters. Your logo would also be displayed on the following:

- A specific webpage for the lectures on the Addenbrooke's Charitable Trust (ACT) Corporate pages
- Details of the event and sponsors on the CUH website
- Photograph opportunities with the speakers and naming sponsor
- An opportunity for a member of your organisation to speak at the event.
- Automatic membership to ACT's Corporate Forum. A Corporate Club where members are invited to attend a lecture and networking evening twice a year, where they can meet with key businesses locally and nationally, whilst meeting directors and senior medical staff at the hospital.

ADDITIONAL INFORMATION

The Trust

Cambridge University Hospitals NHS Foundation Trust (CUH), which incorporates Addenbrooke's and the Rosie Hospitals, is one of the largest and best known hospitals in the UK.

The Trust is both a world-renowned centre for specialist care, and a trusted provider of essential local services. Its reputation for excellence can be attributed to the quality, expertise and dedication of exceptional staff.

One of only five comprehensive biomedical research centres in the UK, the hospital is also known for world-class research. It has a clear vision:

'To be the best biomedical research campus in Europe'.

The Series

The Leadership Forum Lecture Series was set up by Dr Karen Castille Executive Director of Nursing and Organisational Development when she joined Cambridge University Trust Hospitals in 2007. At this time Cambridge University Hospitals had just commenced work on a Leadership Academy offering over 200 managers at Cambridge University Hospitals an exciting leadership development opportunity. Karen was keen to develop the opportunity for Senior Staff to access eminent speakers talking on a wide range of topical issues and healthcare issues.

The Forum also invites people from our academic community as well as local business people and other Trusts and Primary Care Teams. Lectures are held at the Martin Cohen Lecture Theatre, Cancer Research UK Cambridge Research Institute, from 5.30pm – 7.30pm and mostly happen on a Thursday evening. The speaker normally lectures for 30 minutes and this is followed by a questions and answer session. To date we have had 9 lectures, all with an 'invite only' audience to Senior Management, Clinicians and prominent business people in the community.

CONTACT DETAILS

For further information on ACT or the Leadership Series please do not hesitate to contact Claire Billing on 01223 348464 or email her on Claire.billing@addenbrookes.nhs.uk