

Digital Health Leadership Summit – March 2021



In our post-Covid era, health sector leaders told HiNZ they want regional events that give them the opportunity to meet over digital health leaders face-to-face, in a safe and responsible way.

The innovative solution from HiNZ is the **Digital Health Leadership Summit** series!

One Event - Three Locations

The Digital Health Leadership Summit will be repeated in three different cities:

- **Monday** 22 March 2021 – WELLINGTON
- **Wednesday** 24 March 2021 – CHRISTCHURCH
- **Friday** 26 March 2021 – AUCKLAND

There will be a different group of VIPs in each city. HiNZ will invite digital health decision-makers from each region to attend the event at a CBD hotel in their local city.

This is a unique opportunity for sponsors to spend quality time with sector leaders for an entire day.

Sponsors can attend in just one city, two cities, or all three. The choice is yours, depending on which region is of most interest to you.

This event will get you face-to-face with decision makers

To guarantee a high-quality audience, registration is invitation-only and free for delegates!

There is a limit of 200 seats per venue and delegate passes are available to health care provider employees who are leaders or emerging leaders/influencers in the field of digital health.

VIPs in each region will receive an invite from the HiNZ CEO. These VIPs will include roles such as senior management, clinical leads, CIOs from DHBs, PHOs, and Private Hospitals. In Wellington, Ministry personnel will be invited. Others who wish to attend may apply via a form on the HiNZ website. They will go on a waiting list for a ticket. Applications will be considered based on whether their job, organisation, and reason for attending, makes them eligible as a current or emerging leader/influencer in digital health.

Applicants who miss out on a ticket will be invited to view the free post-event webinar. There will be webinar interview panels on Tue 24, Thu 26, and Mon 30 November.

Prior to releasing this prospectus, HiNZ tested the concept with key sector leaders and received an enthusiastic response from both clinicians and CIOs, so we are anticipating a keen interest from VIPs in attending this event.

Being a sponsor guarantees your presence! Industry personnel are only able to attend this event if they are a sponsor.

Engaging discussion format

The main plenary room will be set up with round tables and ten seats per table. Each table will have a different discussion topic.

How the discussion groups work:

- The discussion sessions will be coordinated by professional MC Greg Ward.
- Approximately every 45 minutes, Greg will announce the start of a new discussion round. Delegates will stand up and move to another table, selecting another topic they are interested in discussing and sitting at the selected table. The challenge is to find a spare seat before they miss out on their chosen table topic. It's like 'musical chairs' for grownups.
- Each delegate will have the opportunity to visit approximately 6 discussion tables throughout the day, based on which topics are of most interest to them.
- Rotating seats encourages delegates to make new connections and drives idea generation.

There will be plenty of opportunities to network with other delegates during am/pm tea and lunch in the catering area. The event will conclude with a networking event from 5-7pm.

There will be two keynote speakers:

- Welcome keynote – Shayne Hunter, Ministry of Health
- End of day keynote – Dr Lloyd McCann, MercyAscot

How are the table topics selected?

There will be a couple of tables where the topic is selected by the table sponsor. (Maximum of five sponsored tables.) At all other tables, the discussion topic is decided by delegates prior to the event.

All delegates will be given the opportunity to suggest topics prior to the event and a shortlist of potential topics will be voted on by delegates before the event.

The allocation of a topic to each table will be determined by HiNZ. (Sponsor preference will be considered when allocating tables, but your first choice of topic cannot be guaranteed as it depends what topics the delegates want to discuss.)

Delegates have told us they are interested in topics that are controversial enough to generate discussion but focused enough to lead to useful insights. For example, topics suggested already by delegates include:

- Recovering from a pandemic – 3 things I wish I knew in 2019
- Is parochialism holding back the advancement of health technology in NZ?
- To standardise or not – benefits and pitfalls of a one-size-fits-all approach
- Foundational enablers (nHIP) – how do we enable the enablers?

Variety of ways for you to connect with VIPs

Due to venue configuration, the sponsorship opportunities at each venue vary slightly. The number of tables at each venue is limited by the room capacity. We can fit up to 21 tables in Christchurch and up to 25 in Wellington and Auckland.

HiNZ has a contingency plan that will able us to run this event at Covid-19 alert level two, if necessary, which may require a last-minute change to the number of seats at each table.

There are only TWO ways a sponsor can participate in the plenary room:

1. TABLE SPONSOR: *you define the table topic, give introduction*, then facilitate the discussion
2. FACILITATOR: *you are the discussion facilitator and capture insights on flipchart* (delegates choose the topic)

All other options do not include access to the plenary room.

Sponsorship	Price excl gst	
Summit naming rights sponsor <i>(includes table sponsorship & webinar)</i>	\$9,900	<i>Per city</i> AKL/WLG SOLD <i>Christchurch still available</i>
Table sponsorship <i>(you define topic & present brief introduction to table then facilitate; you get two seats at table)</i>	\$6,900	<i>Per table, per city</i> SOLD OUT
Facilitator of discussion group <i>(delegates choose topic, you capture outputs; you get one seat at table)</i>	\$3,900	<i>Per table, per city</i>
Networking function after plenary finishes <i>(Runs from 5-7pm)</i>	\$6,900	<i>Per city</i> AKL/CHC SOLD <i>Wellington still available</i>
Exhibition spaces in catering/function area <i>(only available in Christchurch & Auckland)</i>	\$3,900	<i>Per city</i>
Lanyard sponsor	\$3,900	<i>All cities</i> SOLD OUT
Private meeting room for hire	POA	<i>All cities</i>

Summit Naming Rights Sponsor

\$9,900 +GST per city, includes one table sponsorship

This gives you profile as the key supporting brand for a one-day event, a sponsored table, and an expert speaker in the post-event webinar

There is only ONE naming rights sponsor in each city.

Benefits of this package

The top tier sponsorship at this exclusive event!

- **Includes Table Sponsorship** (see next page for list of benefits)
- **Verbal acknowledgement** of your organisation's support by the MC during Summit
- **Your logo displayed** onscreen during the event and on the printed event programme
- Your logo displayed on Summit information page on HiNZ website
- Your logo placed on the webinar promotion page in the HiNZ website
- Your expert invited to **join the speaker discussion panel in the post-event webinar**
- Your logo displayed on the introduction and closing slides of the post-event webinar

Post-Event Webinar

The webinar is an expert interview panel.

There will be four digital health leaders invited to participate in the one-hour webinar: you and three VIPs who also attended the event.

This webinar is an excellent way to position yourself as a thought-leader in the industry. Facilitated by HiNZ chair Becky George, you will be invited to discuss the key points and insights gained from the Summit in a discussion panel format.

The webinar will include live Q&A with the audience and will be available to view live or on-demand. To maximise the audience, this post-event webinar series will be free for all to attend and will not be behind the HiNZ member paywall.

The webinar will be promoted via eHealthNews, the HiNZ newsletter and on HiNZ social media. The webinar will be called something like "Outcomes from Digital Health Leadership Summit"

- Webinar, **Tue 23 March 2021**: Outcomes from **Wellington Summit**
- Webinar, **Thu 25 March 2021**: Outcomes from **Christchurch Summit**
- Webinar, **Mon 29 March 2021**: Outcomes from **Auckland Summit**

Terms: The Table Sponsorship linked to this package must be within the same city. The webinar speaker must be someone who was at the Summit, to enable them to speak knowledgeably about group insights on the day. Sponsorship includes access to catering breaks and post-event function.

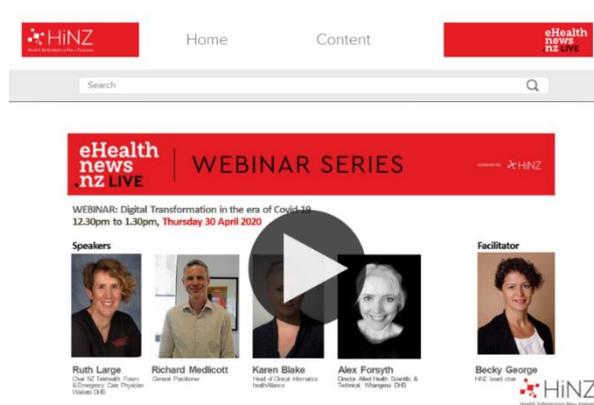


Table Sponsor – **SOLD OUT**

\$6,900 +GST per table, per city

This enables you to have a table discussion about a topic you choose, give a short introduction presentation at the table and facilitate the discussion.

Benefits of this package

- The topic at your table is **chosen by the sponsor**
- Your topic will be added to the **programme** and you will be named as the table facilitator
- You can make a **short introduction presentation** (at the table) before the group discussion
- You get **TWO seats at the table**
- You get **TWO extra tickets** to the networking function from 5-7pm (so you can invite others)
- You stay at this table during the event, while the VIP audience rotate around various tables
- Each time VIPs rotate to a new table, you get the opportunity to make new relationships
- You get the opportunity to display a pull up banner in the discussion session room all day

Being a table sponsor is the only way you can choose the topic or present to delegates!

Facilitator

\$3,900 +GST per table, per city

This enables you to spend the day at a discussion table, meeting VIPs

There will be ONE industry person at each delegate topic discussion table. You could be that person!

Benefits of this package

- The topic at your table is **chosen by delegates**, prior to the event
- You get **ONE seat** at the table
- You will be **named by HiNZ as the table facilitator**
- You stay at this table during the event, while the VIP audience rotate around various tables
- Each time VIPs rotate to a new table, you get the opportunity to make new relationships
- As facilitator, it is your responsibility to capture key insights from each group's discussion, by writing bullet point notes on a flipchart. This enables each successive group to build upon the insights of prior groups.

Being a facilitator guarantees your participation in discussions with VIPs!

But remember, this is not a sales pitch on your topic – it is far more valuable than that! Being the table facilitator provides you with a unique opportunity to build VIP relationships and position yourself as a trusted collaborator. You don't have to be an expert on the topic allocated to your table, as the facilitator's role is to capture the insights of the group, rather than lead the discussion. You are of course welcome to contribute to the discussion, as part of the group.

***Terms:** The topic is chosen by delegates and allocated to the table by HiNZ. You are the facilitator so you are responsible for capturing the key insights on a flipchart. (The benefit of this option is that you don't have to worry about choosing a topic that will attract delegates, as the delegates choose the topic.)*

Networking Event Sponsor – **SOLD OUT**

\$6,900 +GST per city

This showcases your brand and has a welcome speech opportunity

There is only ONE networking event sponsor in each city.

Benefits of this package

- **Two-minute speech** in plenary room just prior to start of networking event (lectern; no slides)
- You get **TEN tickets** to the networking function from 5-7pm
- Your logo & brand statement displayed on **table centre pieces** in catering area
- Your logo printed on **event programme**

***Terms:** Includes access to post-event function but does not include access to the discussion group sessions.*

Expo Space – in Auckland & Wellington only

\$3,900 +GST for standard booth

There are limited spaces available: only 7 in Wellington and 10 in Auckland.

Display your information in the catering area

The Expo Spaces are in the catering area, which is separate from the discussion group session room. Delegates will be in the area during AM/PM tea, lunch, and networking function from 5-7pm.

Benefits of this package

- You get **TWO tickets** to attend expo & networking function
- Booth space is 3m wide x 1.8m deep (a few spots could be different shape, on request)
- Walls made of Velcro-receptive dark grey material and includes 4-way multi box power

***Terms:** Includes access to networking during catering breaks and post-event function but does not include access to the discussion group sessions. Lighting, booth sign and furniture not included but can be ordered from supplier at your own cost.*

Lanyard Sponsorship – **SOLD OUT**

\$3,900 +GST

This showcases your brand at all three events

Benefits of this package

- **Your logo printed on lanyards** at all three Summit events
- You get **TWO tickets** to attend expo & networking function

The post-event networking function is at 5-7pm on the day of the Summit.

***Terms:** Includes access to networking during catering breaks and post-event function but does not include access to the discussion group sessions.*

Meeting Room Hire

\$price on application, as it depends on your requirements

Hold your own private meeting with VIPs

If you wish to have the opportunity to do a presentation or demo in your own private meeting room, there are a couple of small breakout boardrooms at some of the venues available for hire.