

HSJ AWARDS 2021

18 November 2021 | Evolution London

ABOUT THE HSJ AWARDS

The HSJ Awards provides an annual celebration for **2000+ NHS and healthcare sector leaders and innovators**.

Several hundred entries are submitted into the **20+ categories** each year, and go through a rigorous multi-stage judging and benchmarking process, to enable around 200 of the best projects to reach the shortlist. Winning a HSJ award is considered across the sector to be the highest accolade in healthcare excellence.

Due to Covid-19 we delivered the 2020 event virtually, [view the highlights video here](#).

You can find out more about the 2019 ceremony and judging process through the [2019 highlights video](#).

BENEFITS OF PARTNERSHIP

- **Show your thanks and support** for the NHS throughout this challenging period and be aligned with the UK's largest celebration of healthcare innovation and excellence
- **Become more recognisable** to thousands of NHS leaders through a continuous marketing campaign from March – mid-November 2021 to leaders across all levels of the NHS, through all HSJ channels
- **Elevate your profile** by positioning your brand alongside key messages of support from a series of celebrities and health sector 'great and good'
- **Showcase your expertise** as a respected member of the judging faculty, working closely with senior NHS judges
- **Develop high-quality relationships** with NHS leaders on your shortlist through a series of virtual engagement opportunities pre-, during and post-ceremony
- A **high-profile marketing campaign** to leaders at all levels of the NHS through all HSJ channels





WHAT WE WILL DELIVER

- Regular press release schedule, working closely with a national PR agency to ensure all communications reach local and national news outlets
- Direct engagement with all trust communications directors
- Close engagement of key stakeholders (entrants, judges, Advisory Board) to push out content via social media and personal networks
- A **first class experience** for the 1,500+ attendees on the night
- High production quality and easy registration and access for all
- High-profile celebrity host
- Present each award winner with a trophy by key judges and partners
- Continual audience engagement via social media competitions
- Musical accompaniment from NHS singers and/or live "house band"
- A **series of post-ceremony marketing and engagement opportunities** enabling you and your colleagues to share in and celebrate the NHS' successes
- Host a judges tips and tricks session
- Gain national press coverage through the winners' announcement news story on hsj.co.uk, and sent out externally via PR agency
- Share judges' commentary within the project showcase of all shortlisted organisations

PARTNERSHIP PACKAGES

BRAND PARTNER

- Align your brand with one of our existing categories
- Appoint a key representative from your organisation to take part on the judging panel
- Take part and judge in 2 stages of judging
- Participate in the decision making around the winning entry
- Work with our marketing and comms teams on the campaign
- 1 week category focus during the entry acquisition campaign with dedicated category email, social media push and telesales drive
- Congratulatory email to the winner
- Present the trophy on stage
- Table of 10 at the award ceremony, meeting point during the reception
- Full branding package during the campaign and at the event

CATEGORY PARTNER

- Align your brand with one of our existing categories
- 1 week category focus during the entry acquisition campaign with dedicated category email, social media push and telesales drive
- Congratulatory email to the winner
- Present the trophy on stage
- Table of 10 at the award ceremony, meeting point during the reception
- Full branding package during the campaign and at the event

SUPPORT PARTNER

- Table of 10 at the award ceremony, meeting point during the reception
- Full branding package during the campaign and at the event

HSJ AWARDS 2021

“ How overjoyed I was to be a part of such a programme and elated to have won. I would be extremely grateful if you could send my appreciation to the judges. ”

Launch 29 March

- ▶ Awards entries open
- ▶ Video and social media campaign
- ▶ Engage with NHS and health sector channels

Entry deadline 4 June

- ▶ Encourage your customers to take part
- ▶ Social media advocacy

Finalist announcement 24 August

- ▶ Congratulate your finalists on social media
- ▶ Work with our PR and marketing team to maximize engagement
- ▶ Press releases sent to local, national and industry outlets

HSJ Awards Ceremony 18 November

- ▶ Host your guests with a table for 10
- ▶ Full hospitality package including food and beverages
- ▶ Present the trophy to the winner of your category

MAR

APRIL

MAY

JUNE

JULY

AUG

SEPT

OCT

NOV

Entry Phase March - June

- ▶ Partner marketing with content focus on the category
- ▶ Appoint your judges to the panels
- ▶ Social and video marketing in partnership with HSJ
- ▶ PR campaign focused on success stories

Judging - stage 1, remote judging - 23 June - 30 July

- ▶ Review entries for your partnered award
- ▶ Gain insight into world class healthcare projects and organisations
- ▶ Score and comment on NHS initiatives

Judging - stage 2: live presentations - 27 Sept - 4 Oct

- ▶ Spend a whole day with your fellow judges reviewing live presentations
- ▶ Choose the winners
- ▶ Meet and learn from the leading teams, people and organisations in the NHS and health sector

“ The awards scheme itself is an excellent and highly regarded project and it was a huge privilege to have been shortlisted as a finalist. ”