



Sponsorship opportunities

Digital Week 5-9 July 2021

PAGB

The Consumer
Healthcare Association

Updated 24.05.2021

What is Digital Week?

Following an extensive programme of work on the impact of digital developments on the consumer healthcare industry, PAGB is proud to host Digital Week:

An online, interactive conference for OTC manufacturers, brands, retailers, regulators and anyone with an interest in the digital aspects of consumer healthcare today.

This virtual conference will offer a mix of **new information, practical training and topical discussion.**



Explore the key digital themes impacting consumer healthcare today



Learn from and interact with expert speakers and industry leaders

Digital week



week



themes



sessions

250+ attendees from 45 leading consumer healthcare companies, digital platforms, suppliers to the industry, regulators, policymakers



Your opportunity to reach consumer healthcare industry teams with direct responsibility for digital projects

What to expect

Opening session: keynote speaker

Theme 1

E-commerce

Theme 2

Real world
evidence/ real
world data

Theme 3

Advertising and
Social media

Theme 4

Apps and medical
devices

Theme 5

Self care

Closing session: fireside chat

- PAGB will share positions and guidance resulting from its digital strategy workstream and explore how to apply these in the real world.
- Attendees will also hear from consumer healthcare companies PLUS special guests from leading digital health players.

One sponsor opportunity remaining
(without session)

E-commerce

Navigating your regulatory responsibilities (webinar and Q&A) – how to ensure your e-commerce activities remain compliant across advertising regulation, cross-border selling, delivery and supply

Amazon masterclass (guest) - So You Know Amazon Is Crucial, But Do You Go Seller Or Vendor?

Theme sponsor – opportunity to deliver a topical session*

*subject to availability and agreement with PAGB

Theme 1



- Are you an e-commerce specialist supporting clients to grow their businesses online?
- Are your insights used to develop successful e-commerce strategies?
- Maybe you're the bees knees at copywriting for creative ecommerce listings?

Apply for e-commerce theme sponsorship to share your expertise with our delegates.

One sponsor opportunity remaining

Theme 2

Real world evidence/ real world data

Real world studies and the self care industry (webinar and Q&A) – how to use it and best practice advice on utilising RWD/E in advertising claims

RWD/RWE future opportunities for the OTC industry (roundtable)

Theme sponsor – opportunity to deliver a topical session*



- Do you support companies developing RWE/RWD propositions?
- Do you offer regulatory advice on RWE/RWD?
- Are you a research company?
- Or data analytics specialist?

Apply for RWE/RWD theme sponsorship today.

* subject to availability and agreement with PAGB

One sponsor opportunity remaining
(without session)

Advertising and social media

Understand how to stay creative and compliant on social media (3 hour training workshop)

Keeping the conversation going - engaging with consumers online (panel discussion)

Theme sponsor – opportunity to deliver a topical session*

* subject to availability and agreement with PAGB

Theme 3



- Digital advertising presents new and emerging challenges for the industry
- Consumer healthcare brands rely on social media engagement to build trust and engage with consumers

If you're immersed in social media advertising, apply for the social media theme sponsorship.

Two sponsor opportunities remaining

Theme 4

Apps and medical devices

Challenges, opportunities and considerations for launching a health app (webinar and Q&A) – understand your options

The industry perspective – case studies of using apps to enhance your brand

Theme sponsor – opportunity to deliver a topical session*



- Are you an app developer?
- A software provider?
- Regulatory experts in medical devices?

You're a great match for the apps and medical devices theme sponsor.

* subject to availability and agreement with PAGB

One sponsor opportunity remaining
(without session)

Digital self care

Changing attitudes to self care and digital health information – with special guest, GP Dr Sarah Jarvis

Health information and misinformation in a digital age - topical debate

Theme sponsor – opportunity to deliver a topical session*

Theme 5



- Self care is at the heart of everything we do in consumer healthcare.
- If you're experts in consumer insights, HCP comms or health information, you can make your mark on the digital self care theme.

Speak to us about sponsorship.

* subject to availability and agreement with PAGB

Reach your target audience

Your brand will be associated with PAGB's flagship event of 2021



Reach 250+ attendees from leading consumer healthcare companies – including

- General managers, Managing directors
- Heads of regulatory, medical affairs, marketing
- Digital specialists
- Brand managers across the UK's leading OTC products
- Regulators, online platforms

Branding opportunities via promotional content on the PAGB website, in communications to PAGB members, on the event platform, and on social media

Demonstrate your expertise

Your opportunity to share your insights and provide added value to Digital Week attendees.



Theme sponsors have the opportunity to deliver a short session on a topic relevant to their theme.

- Your session will be promoted as part of Digital Week, including on the event platform and in promotional communications to PAGB members and attendees.
- Session content will need to be agreed by PAGB.
- Content development and delivery is the responsibility of the theme sponsor.

Two amazing opportunities



Headline sponsor

High visibility across the week
- our premium package.



Theme sponsor

Associate your brand with a digital
topic – reach a targeted audience

Headline sponsor

£5000

Branding

- Named in promotional materials as headline sponsor, with logo (invitations, website info, programme)
- Logo and mention on introductory slide for each session eg 'Thanks to our headline sponsor, X'
- Social media mentions
- Company biography on PAGB website and event platform (sponsor section)

Verbal mention in chair/host thank you in each session, throughout the week.

Exclusive sponsor of opening/keynote session on day 1

4 full week tickets (value = £2,400)

Theme sponsor

from £2000*

Branding

- Named in promotional materials (invitations, website info, programme) *related to specific theme*
- Secondary logo on special cover slide for each session *in your particular theme* eg 'E-commerce theme sponsor - logo'
- Mentioned in social media promotion *related to your theme/ topic*
- Company biography on PAGB website and event platform (sponsor section)

Verbal mention in chair/host thank you at the end of each session *in your theme*.

Opportunity to put on your own short session on a topic relevant to your theme

5 one day tickets (value = £750*) OR 25% discount on 5 full week tickets (value = £750)

*Theme sponsorship is available for up to two sponsors.

To discuss **exclusive** sponsorship of a theme, contact nikki.kennedy@pagb.co.uk

About PAGB

PAGB, the consumer healthcare association, represents the manufacturers of branded over-the-counter medicines, self care medical devices and food supplement in the UK.

Together with members on our digital working groups, we've been exploring the impact of digital across advertising, regulation and self care.

We're excited to share the results of this strategic workstream and to debate the opportunities and challenges of digital with leading figures from industry and the digital world.



The Consumer Healthcare Association



Get in touch

We're currently taking expressions of interest in sponsorship.



Contact nikki.kennedy@pagb.co.uk or donna.castle@pagb.co.uk with any questions and to let us know you're interested.

Tell us:

- Which sponsorship type
- Which theme(s)
- Why this is a good fit for you and for PAGB

DIGITAL WEEK

5-9 July 2021

PAGB

Shaping the future. Together.