

Health Links - company profile and service overview

Jean Trainor, former Deputy Chief Executive of the NHS Confederation, established Health Links in June 1998. Health Links has a well-established and hugely effective project management structure, involving senior-level, experienced staff, all of whom have worked successfully to deliver high quality seminars, conferences and events for health bodies for over 18 years.

Since 1998 Health Links has quickly grown into one of the foremost training and event management bodies in the UK serving health and social care sector. This work includes consultation events, annual and one-off conferences, exhibitions, best practice fairs, awards projects, road shows and a wide range of associated publications.

Working exclusively with Associations, Arms' Length Bodies, Regulatory Bodies and DH / NHS departments, Health Links' particular expertise lies in getting alongside organisations to achieve a genuine insight into the way they work and to identify exactly what they want to get out of an event. Health Links has particular experience and proven success in translating policy proposals into compelling seminar and conference programmes and in ensuring delegates' participation in discussion and decisions.

Event project planning and end-to-end project management

Health Links offers the full range of services required to make any event, of any scale and any level of complexity, a complete and thoroughgoing success. In particular, we are hugely experienced at working very closely with our clients on event concept origination and development, and we are very happy take full responsibility for in-depth project and budgetary planning, end-to-end project management and day-to-day budgetary management for all our events.

Health Links event management services***The specific services we deliver include:***

- Event concept origination and development
- Business and budgetary planning and management
- Programme design, development and management
- Speaker identification, acquisition, briefing and management
- Full service event marketing – marketing analysis, and *marcomms* planning and execution, including
 - The development of effective and successful communications partnerships
 - Database management and list sourcing
 - Marketing collateral design, copywriting and printing
 - Direct marketing fulfillment
 - Web site design, delivery and management
 - e-marketing
 - Public relations
- Commercial partnerships development and delivery – we work with great sensitivity and intelligence to maximize revenue opportunities, where these are required, without exposing clients to reputational risk
- Exhibition design, planning and management

- Exhibitor management, administration and liaison
- Delegate management, administration and liaison
- Management of all logistical elements of an event, including
 - Venue sourcing, negotiation, contracting, direction and liaison
 - AV sourcing, negotiation, contracting, direction and liaison
 - Catering sourcing, negotiation, contracting, direction and liaison
 - Transport sourcing, negotiation, contracting, direction and liaison
 - All other key contractor sourcing, contracting, negotiation, direction and liaison
- Complete on-the-day event management and administration for delegates, speakers, exhibitors and sponsors
- Facilitation and capture of discussions; production of high quality reports for future action
- The development and distribution of pre-event questionnaires & post-event evaluation
- Advice on future development and delivery of change
- Production of regular project tracking reports for clients and production of detailed conference and evaluation reports

Our clients

The NHS Alliance – annual conference and exhibition, one off conferences and meetings since 1998

The National Institute of Health and Clinical Excellence - annual conference and exhibition since 2006 and bi-monthly board and public consultation meetings since 2002

The Royal Pharmaceutical Society of Great Britain – annual conference and exhibition since 2001

The Department of Health – numerous roadshows, seminar programmes and consultation meetings and one-off conferences since 1998

No Smoking Day – three national annual events delivered

NHS West Midlands – numerous major one-off conferences and best practice fairs since 2004

NHS Institute for Innovation and Improvement – preferred providers since 2008, three series of events successfully delivered so far.

"I can truthfully say that the advanced planning, enthusiasm and fine attention to detail provided by Health Links is second to none."

David Nicholson CBE, Chief Executive, NHS

Contacting Health Links Events Limited

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