

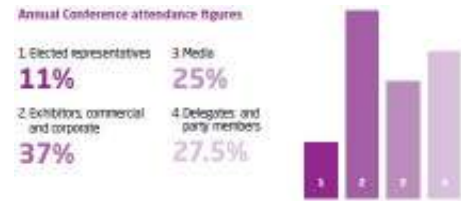
THE HEALTH HOTEL

Membership opportunities 2011

"The Health Hotel is an important part of our Public Affairs strategy"
Jeremy Hughes, Chief Executive, Alzheimer's Society

Why attend Political Party Conferences?

Almost every elected party representative - from ministers to council leaders - will attend their annual party conference and it is here where they and thousands of other party members debate and decide the party's policy agenda. Joining them are trade union and business leaders, think tanks, political journalists and broadcast media.



Nowhere are these audiences more accessible and this makes attending a political party conference a fundamental part of your communications calendar.



"I value the opportunity presented by the Health Hotel to meet with health professionals from all sectors from all across the country. It is a unique melting pot and a chance to engage with both minute policy details and the bigger picture."

Andrew Lansley, Secretary of State for Health

Why the Health Hotel?

Attending party Conferences can be an enormous strain on your resources. In a time where budgets are tighter than ever, your organisation will be looking to justify the high costs of attendance, as well as the amount of time and energy needed to organise your time at conference effectively.

This is where the Health Hotel can help. We are an extremely high-profile, well-known and respected brand at the political party conferences, with over six years experience of increasing the political visibility of our members. We do so on a not-for profit basis; so your full membership fee goes towards organising party conference activities.

"Being a member of the Health Hotel makes my team's time more efficient at Conference"
Chris Randell, Parliamentary and Policy Officer, The Stroke Association

The Health Hotel can add value by;

- Increasing the opportunities for you to engage with key politicians and stakeholders in health and social care through receptions and round table events;
- Assisting you with the logistical organisation of a high profile event, leaving you free to concentrate on the content and quality of your event;
- Increasing your brand presence and awareness through high profile ads and signage



"We joined the Health Hotel to increase our profile, have easier access to relevant ministerial and shadow ministerial teams, and enjoy greater efficiency with our presence at party conferences. The Health Hotel has helped with all of these things."

Jonathan Ellis, Director of Public Policy & Parliamentary Affairs, Help the Hospices

(Picture: Paul Burstow MP, Minister for Care Services at the Health Hotel Help the Hospices Event)

Our members comprise charities, voluntary and statutory organisations, professional bodies, trade associations, mutuals, cooperatives and social enterprises with a strong health and social care policy interest. Over 95% of our members believe that being a part of the Health Hotel increases opportunities for them to influence, with 100% feeling that they have achieved their objectives for joining the Health Hotel.

We do the work and towards providing opportunities for debate and discussion, so that you and your organisation can focus your time, energy and resource more effectively and efficiently.

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Collaborative working

The Health Hotel is a not-for-profit enterprise set up to promote debate and raise awareness of health issues and generate momentum for changes to health legislation or policy in the public interest. We encourage our members to work collaboratively to amplify these issues.



"Some charities that could benefit from collaboration in achieving their objectives are engaging unnecessarily in competition...we can support new charitable endeavour while helping to avoid ever increasing competition between charities by encouraging formal collaboration between charities working towards similar aims."

Andrew Hind, former Chief Executive of the Charity Commission

When you become a member of the Health Hotel you become a company member. As a member you have voting rights at our General Meetings and are able to elect and be elected to the Board. As such, the Health Hotel acts as a mentor to its members rather than a consultant and its members enjoy the benefits of such collaborative working.

Members join on the understanding that their meetings, fringes and round tables are all conducted collaboratively. Members also regularly network at all-member meetings and are able to promote their news via our website. Often this leads to cross-organisational partnerships that go well beyond the party conferences.

Sponsorship

Sponsorship by corporate partners is a vital element of the Health Hotel model, both helping to offset the increasing costs of attending party conferences, and helping to maintain member fees at an affordable price. The Health Hotel has an ethical sponsorship policy setting the parameters of the types of organisation that are approached for sponsorship, included in the membership rules.

In addition to an overall, reception and debate sponsor, the Health Hotel will proactively seek sponsors to offset the costs of fringes, splitting this sponsorship 50/50 between the fringe partners and the Health Hotel. We welcome members bringing sponsors into the Health Hotel on a similar split-profit basis.

Membership benefits and costs

Membership of the Health Hotel includes;

- Being part of the Health Hotel family, including regular meetings to encourage collaborative working and to meet with other stakeholders within the industry
- Five reception invitations at all three conferences for members and their guests
- Use of the private "Health Hotel Lounge" in a prominent location at all three conferences to conduct various meetings with party representatives and stakeholders
- Organisation of "The Health Debate" (if sponsored) – a topical debate attracting between 200-300 attendees with high profile panellists
- Inclusion in one of three "Health Investor" round table events at conference (details subject to confirmation)
- Organisation of a local councillor consultation event (availability permitting)
- Promotion via the Health Hotel website and use of the website "member's section"
- Support of the Health Hotel Team on site at all three conferences; including photography and courier services
- Discount on DODs services (details subject to confirmation)
- The ability to purchase "add-ons" to supplement your party conference activity.

The cost of membership of the Health Hotel is **£3,850** (excluding VAT) and runs from January to December 2011.

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As a member, you are then able to purchase these additional services to complement your activity at conference;

1) "Fringe" add-on

The Health Hotel organises a maximum of 10 fringes per conference. These fees go towards organisation of your fringe and include;

- Allocation of a fringe on a peak time / date at Conference
- Advertisement of your fringe as part of a prominent Health Hotel ad
- Basic catering for up to 70 people and a basic PA system in the room
- A photographer during part of your fringe
- Promotion via letters to MPs and selected Peers
- Inclusion in a centralised invitation to the Health Team to speak at your fringe
- Fringe write-up by Dods
- Support of the Health Hotel staff in your initial fringe planning meetings.

The following are costs for purchasing the "Fringe" add-on (costs exclude VAT):

Organising a fringe;		
at all three conferences	As one of two partners	£4,400
	As one of three partners	£2,950
at the Liberal Democrat Conference ONLY	As one of two partners	£2,250
	As one of three partners	£1,500
at the Labour Party Conference ONLY	As one of two partners	£2,400
	As one of three partners	£1,600
at the Conservative Party Conference ONLY	As one of two partners	£2,550
	As one of three partners	£1,700

Other purchasable fringe options include; flyers, additional catering / AV and could include video / audio recording of your fringe.

2) "Round Tables / Surgeries" add-on

This add-on can be purchased whether the "Fringe" add-on is purchased or not. This fee goes entirely towards room hire and refreshments for the round tables / surgeries.

Depending on the Health Team representative's preference, purchasing this option involves;

EITHER

- Taking part in a round table meeting organised by the Health Hotel to include a member of the Health Team plus a couple of key stakeholders, to discuss the issue covered by their portfolio or an issue of their interest

OR

- Having some allocated time in collaboration with other members as part of a surgery held by that Health Team member.

The following are costs for the "Round Tables / Surgeries" add-on (costs exclude VAT):

Taking place in ONE round table / surgery;	
at all three conferences	£420
at the Liberal Democrat Conference ONLY	£180
at the Labour Party Conference ONLY	£180
at the Conservative Conference ONLY	£260

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And finally...

The Health Hotel exists to try and increase your opportunities to influence.

We are not for profit and the money that our members spend with us goes on organising activities for our members at the three main annual political party conferences.

We work hard all year to maintain ongoing relationships with the parties to ensure that we can provide good events in good places on good days with good speakers.

We try to provide added value to your conference schedule by bringing in organisations with appropriate expertise.

We try to foster and nurture relationships between members so that your success in partnership working goes way beyond the party conferences.

"The Health Hotel gives us extra profile and organisational capacity during the party conference season. It provides a key forum for charities to work together along with other health stakeholders."

Jeremy Taylor, Chief Executive, National Voices

Next steps

If you are interested in becoming a member or renewing your existing membership, please contact Shonali Rodrigues on shonali@healthhotel.org.uk for a copy of the Membership Rules and Membership Application Form. Queries about membership can be directed to the same e-mail address.

Membership runs for one calendar year from January to December. Members are admitted throughout the year and at the discretion of the Board, but to make the most of your membership we would recommend joining by March.

Health Hotel members 2010:

ABHI (Association of British Healthcare Industries)
Alzheimer's Research Trust
Alzheimer's Society
The Anthony Nolan Trust
Breakthrough Breast Cancer
Breast Cancer Care
British Dental Association
British Heart Foundation
British Red Cross
British Society of Gastroenterology
Cancer Research UK
Diabetes UK
Eye Health Alliance
Fitness Industry Association
fpa (Family Planning Association)
General Medical Council
Health Professions Council
Help the Hospices
Macmillan Cancer Support
Medical Protection Society
MEND Central
Motor Neurone Disease Association

National Voices
Nursing & Midwifery Council
Office of the Health Professions Adjudicator
Parkinson's Disease Society
Patient's Association
Patient Opinion
Pharmaceutical Services Negotiating Committee
Picker Institute Europe
The Princess Royal Trust for Carers
Prostate Cancer Charity
Patients' Association
Rethink
RNIB (Royal National Institute of Blind People)
RNID
Royal College of General Practitioners
The Royal College of Midwives
The Royal College of Surgeons of England
Royal Pharmaceutical Society of Great Britain
The Stroke Association
Women's Sport and Fitness Foundation

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IMPORTANT INFORMATION – PLEASE READ

The small print

Health Hotel membership includes a number of deliverables, some of which are the responsibility of the Health Hotel and some of which are the responsibility of the member organisation. As some of the expectations are explicit and some are implicit, the following small print further clarifies how we can help and what we expect of you.

Our responsibilities

The Health Hotel takes responsibility for;

- Project managing the programme of joint events at party conferences, keeping members informed (as relevant) of key milestones and ensuring deadlines are communicated and met
- Organising venue logistics (room booking, catering, audiovisual) for all events and producing forms / menus for members
- Acting as the main point of contact with the conference venues / hotels; both off and on-site
- Acting as the main point of contact for all members and external organisations with queries about the Health Hotel
- Overseeing the allocation of fringe slots and assisting with the overall co-ordination on fringe themes
- If applicable, coordinating Task Groups for Sponsorship, Media and Political Engagement including arranging meetings and agendas and logging action points
- Making the initial approach to Ministers and Party spokespeople to speak at fringe meetings and attend Health Hotel events
- Approaching and engaging potential corporate supporters, managing the subsequent relationships, ensuring benefits are delivered
- Deciding upon, booking and producing all publicity for the Health Hotel, including fringe listings, fringe adverts, invitations, hotel signage and producing fringe promotion flyers
- Managing website content including latest news, photo links and documents (on member area)
- Producing member manuals for each party conference where necessary
- Transporting a limited number of fringe materials and banners to and from each conference
- Providing on-site co-ordination and event management at each conference
- Co-ordinating an evaluation of the project after the conference season with members and sponsors.

The Health Hotel aims to give members 5 working days to respond to e-mails and in turn will endeavour to respond to e-mails within 5 working days of receipt.

Member responsibilities

Please see paragraph 4.4 of the attached "Membership Rules". (Please note that rule 2.1 has been amended so that for 2011 and onwards, membership will terminate on 31st December each year. Once your membership is confirmed, we will be asking you to vote towards a special resolution so that this rule tallies with our Articles of Association.)

Responsibilities for those purchasing "Fringe" add-on(s)

In addition, Members purchasing the "Fringe" add-on(s) take responsibility for:

- Organising their own fringe title; content and style of event and work on this in collaboration with other members
- Organising speakers for their fringe (with the exception of the initial invite to Ministers / Health Team) and cover any necessary expenses for them
- Promoting their fringe through word of mouth and using the flyers produced by the Health Hotel (if purchased)
- Liaising with Ministers / Health Team speakers once allocated to provide briefings; or finding alternative Party speakers if they are unable to attend
- Ensuring the Health Hotel is kept up to date with all fringe changes, including updating these changes on the website directly
- Paying fringe costs incurred for and optional extras including extra audio visual, catering and video / audio recordings.

Responsibilities for those purchasing "Round Tables / Surgeries" add-on(s)

The HH will inform Members before they purchase these add-ons of any additional responsibilities that Members may have in this regard.