

REQUEST FOR PROPOSALS

Press & PR services for UKIO Congress 2019

Product information and context

The **United Kingdom Imaging & Oncology Congress (UKIO)** is the permanent amalgamation of two well-known conferences – the UK Radiological Congress (UKRC) and the UK Radiation Oncology Conference (UKRO). 2019 will be the first year that this unified event will run as UKIO.

The Congress is organised by ROC, (Radiology Oncology Congresses) a charitable partnership of the British Institute of Radiology, The Institute of Physics and Engineering in Medicine and The College of Radiographers. Profile Productions are the current professional congress organisers.

This annual event consists of a three-day multidisciplinary scientific congress and technical exhibition which run simultaneously in one location. The event is aimed at all those involved in the field of radiological science and radiation oncology and attracts over 2,000 attendees. The 2019 congress is taking place on Monday 10 – Wednesday 12 June 2019 at the ACC and ECL Liverpool.

The 2019 theme is **Personalise & Humanise**. The scientific programme, that promises to be both innovative and varied will create a true multidisciplinary congress, covering the widest range of topics. A very strong team of Vice Presidents and programme committee members guided by UKIO President, Dr Julian Kabala, are working to create a challenging education programme including a number of plenary sessions and debates.

The scientific programme is comprised of themed streams:

- Clinical.
- Radiotherapy & oncology.
- Research; workforce & education; policy and QI.
- Imaging technologies and informatics.
- Proffered papers.

The congress will include a wide range of topics, from current procedures to advances and new technologies, from clinical applications to management challenges.

For further information about the event, please visit www.ukio.org.uk.

Business objective

The Congress is the biggest event on imaging and oncology in the UK, and the must-attend event of the year for the multi-disciplinary team working in the field of radiological science and radiation oncology. Specifically, it aims to:

- Offer a forum for high quality education and professional development.
- Provide a platform for the presentation of cutting-edge research and innovation.
- Showcase latest innovations in industry.
- Influence government and decision-makers.

- Educate and provide information and news from the imaging and radiotherapy field to the general public.

Communications/PR objective

ROC is currently looking for Press and PR services for the 2019 congress – starting in January 2019 through to post-event reporting in July. As this is an annual event there is potential for a long-term contract after the first year. The PR work will sit alongside an existing marketing campaign of email and postal campaigns, social media, print and digital advertising, promotion at other events, Facebook ads, SEO.

The PR objective is to:

- Lift the overall profile of the event.
- Improve visibility of the event to the existing audience, particularly bearing in mind that it has a new identity, name and brand that the existing audience may not immediately recognise.
- Create awareness of the event amongst other related healthcare organisations.
- Raise awareness amongst the general public of imaging and radiotherapy.
- Generate media coverage in the medical/healthcare and consumer press.

Who do we need to engage?

The PR campaign will need to:

- reinforce visibility with Current audiences, including:

- Past delegates of UKRC and UKRO.
- New delegates.
- Committee members and programme leads.
- Presidents/Officers of the three societies (BIR, IPEM and SCOR)
- Members of the BIR, IPEM and SCOR.
- Industry/exhibitors.
- Existing press links

- reach and expand into new audiences, such as:

- Other related healthcare societies.
- Health management sector and press
- Scientific and specialist computer applications sector and press
- Medical and scientific researchers
- Healthcare/medical press.
- Healthcare/scientific correspondents of mainstream media.

Scope of work

We envisage the scope of services needed to include:

Press:

- Develop and expand the existing list of journalists in the diagnostic imaging and clinical oncology / radiotherapy sectors (national and international) and nurture relationships.
- Build a list of healthcare/scientific correspondents in the mainstream media and nurture relationships.
- Work with Profile Productions and UKIO leads (president/section leads and marketing group) to identify key stories based on specific programme themes or key speakers.
- Interview key speakers and protagonists.
- Generate press releases (1-2 per month) aimed at different audiences and be responsible for sell-ins to journalists.
- Manage involvement of Congress stakeholders / spokespersons with the press – including writing briefing documents, providing key messages to deliver etc.
- Work with industry/exhibitors to identify and support key stories and major announcements to be made at UKIO.
- Manage press accreditation for Congress – own the media invitations and manage the media guestlist.
- Support a press office onsite at the Congress.
- Generate onsite press materials and stories (including working with the marketing team of exhibitors where appropriate).

Digital and social media:

- Integrate online and other PR activities within the online marketing plan.
- Build online exploitation into all campaign ideas.
- Produce and help deliver a social media strategy.
- Work with key Congress stakeholders (committee, speakers, the three societies, partners, exhibitors) to integrate the Congress into their social media presence.
- Manage Congress social media accounts (Twitter, Facebook and Instagram).
- Write all social media copy.
- Link press releases to social media stories.
- Manage the Congress social media accounts onsite.

Assets:

- Brief photographer.

Reporting:

- Provide timely reports on PR activities throughout the planning process.
- Produce follow-up press releases post-Congress (e.g. on outcomes of debates, success of the conference etc).
- Gather feedback from journalists on the Congress.
- Produce a post-event report of event coverage for ROC.

Other:

- Liaise with the three societies - BIR, IPEM and SCOR - on focused PR for their members.
- Manage all reactive enquiries.

Measurement

- Press releases produced.
- Press coverage generated (in both healthcare/medical press and mainstream press).
- Social media engagement – pre-event and onsite.

Timings

We are looking to secure services ASAP, to run through the planning and marketing period of the conference to onsite in June and post-event reporting in July.

Enquiries and proposals

Proposals should be made in writing and emailed to julie.churchill@profileproductions.co.uk.

For any further information, please contact sue.elcock@profileproductions.co.uk or julie.churchill@profileproductions.co.uk.

