

2019 STANMED ANNUAL HEALTHCARE CONFERENCE

In partnership with the Kenya National Chamber of
Commerce & Industry



About The Conference

This annual conference on Healthcare is a joint initiative between Kenya and Turkey, powered by the Kenya National Chamber of Commerce & Industry and driven by STANMED Kenya.

KNCCI and STANMED welcomes participants from Kenya, Turkey and the East African region to attend the inaugural conference on Healthcare to be held in Nairobi in the month of September 2019.

This platform aims to share knowledge on current research, innovations, and technology development in medicine.

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Conference Objectives

This conference brings together healthcare professionals, corporates and policy makers from Kenya, Turkey and the East African region to;

- Showcase the quality, technology and innovation within the health sector from various service providers.
- Discuss selected topics of interest, share case studies and exchange best practice.
- Promote health tourism by highlighting cross-border opportunities available, and enabling access to the same.
- Strengthening bilateral relations by forging professional business partnerships from players in the sector across the different demographics.

Conference Benefits to Delegates

This conference is an effective strategy to access necessary resources whilst learning from healthcare professionals and experts.

Conference delegates will get to;

- Exchange ideas and network with leading healthcare and allied professionals and researchers from Kenya, Turkey and the East African region countries
- Discuss quality initiatives that can be applied in the practice
- Discuss ways to collaborate in putting quality initiatives in place throughout the healthcare industry
- Participants can gain direct access to a core audience of professionals and decision makers and can increase visibility through branding and networking at the conference
- Learn and discuss key news and challenges with senior level speakers.
- Through presentations, panel discussions, and roundtable discussions, the conference aims to cover key topics from top to bottom, from global macro issues - to strategies - to tactical issues.

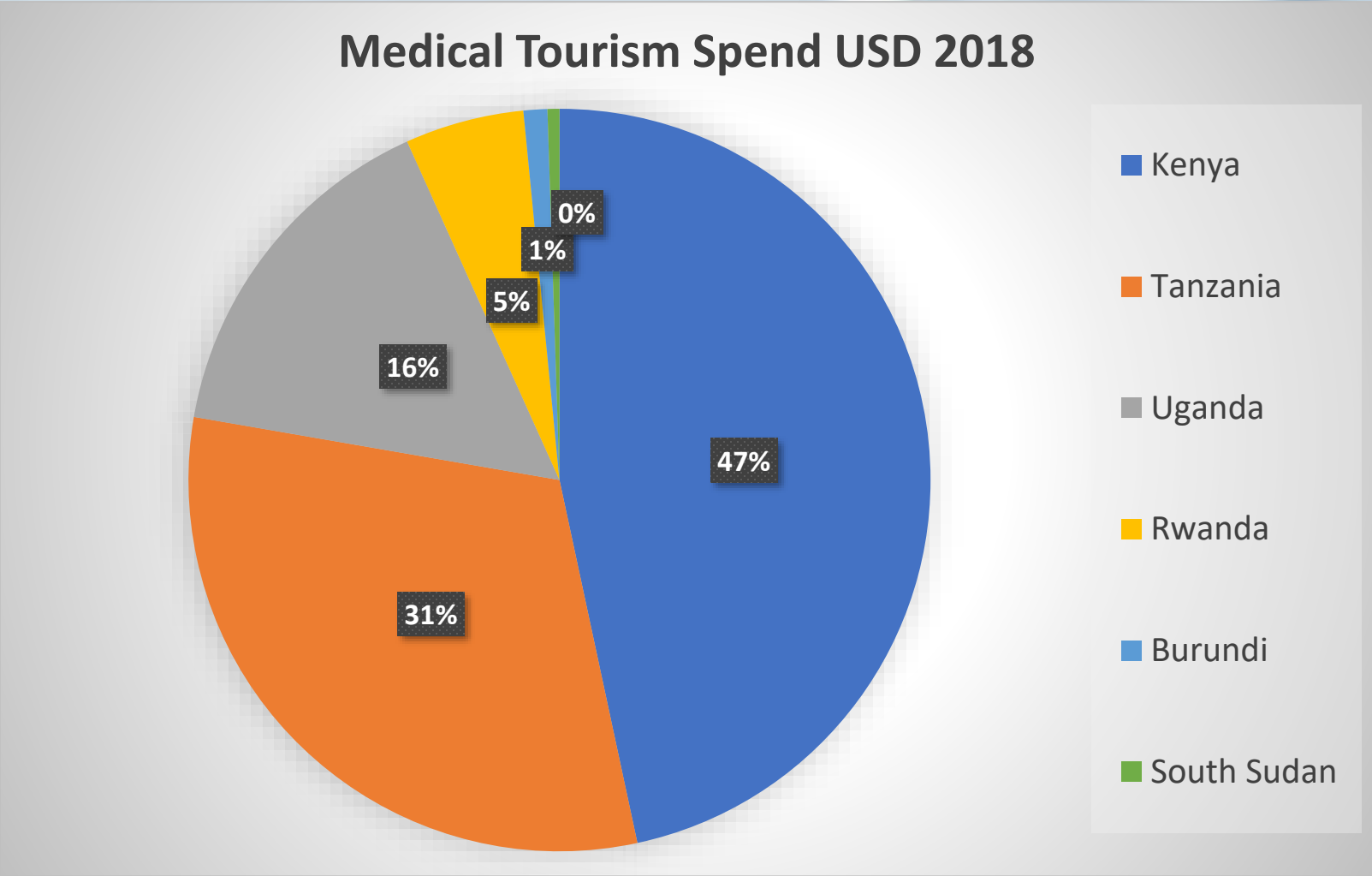
The Invited Health Insurance Companies

1. Jubilee Insurance
2. Madison Insurance
3. Resolution Insurance
4. APA Insurance
5. Pacis Insurance Company
6. Kenindia Assurance Company
7. UAP Insurance
8. Britam
9. Heritage Insurance
10. Pan Africa Life
11. NHIF
12. CIC Insurance Group

The Invited Doctors

1. Colon and Rectal Surgeons
2. Gastroenterologists
3. Endocrinologists
4. Dermatologists
5. Otolaryngologists
6. Plastic Surgeons
7. Podiatrists
8. Oncologists
9. Hematologists
10. Medical Geneticists
11. Nephrologists
12. Obstetricians and Gynecologists
13. Ophthalmologists
14. Neurologists
15. Allergists/Immunologists
16. Cardiologists

The Economics



East Africa spends USD 1 Billion Annually on Medical Tourism in Asia, Europe and Southern Africa.

Kenya – \$ 450,000,000
Tanzania - \$ 300,000,000
Uganda - \$ 150,000,000

Rwanda - \$50,000,000
Burundi - \$10,000,000
South Sudan - \$5,000,000

Expected Partners

- Kenya Government officials from Ministry of Health
- Turkish delegation of healthcare & business professionals
- Kenyan healthcare – Medical & Pharmaceutical professionals
- Corporates within the healthcare industry
- Regional officials and delegates from the East Africa Region

Conference Details

- **Event Dates:** 25th - 27th September 2019
- **Location:** Trademark Hotel – Nairobi
- **Target audience:** Players in the Healthcare Industry from Kenya, Turkey, and the East Africa regional block
- **Expected attendance:** 300 pax

2019 Theme

The 2019 conference will provide a platform for delegates to network and build linkages locally and in Turkey, as well as develop partnerships and share in innovations around the field of medicine hence the theme;

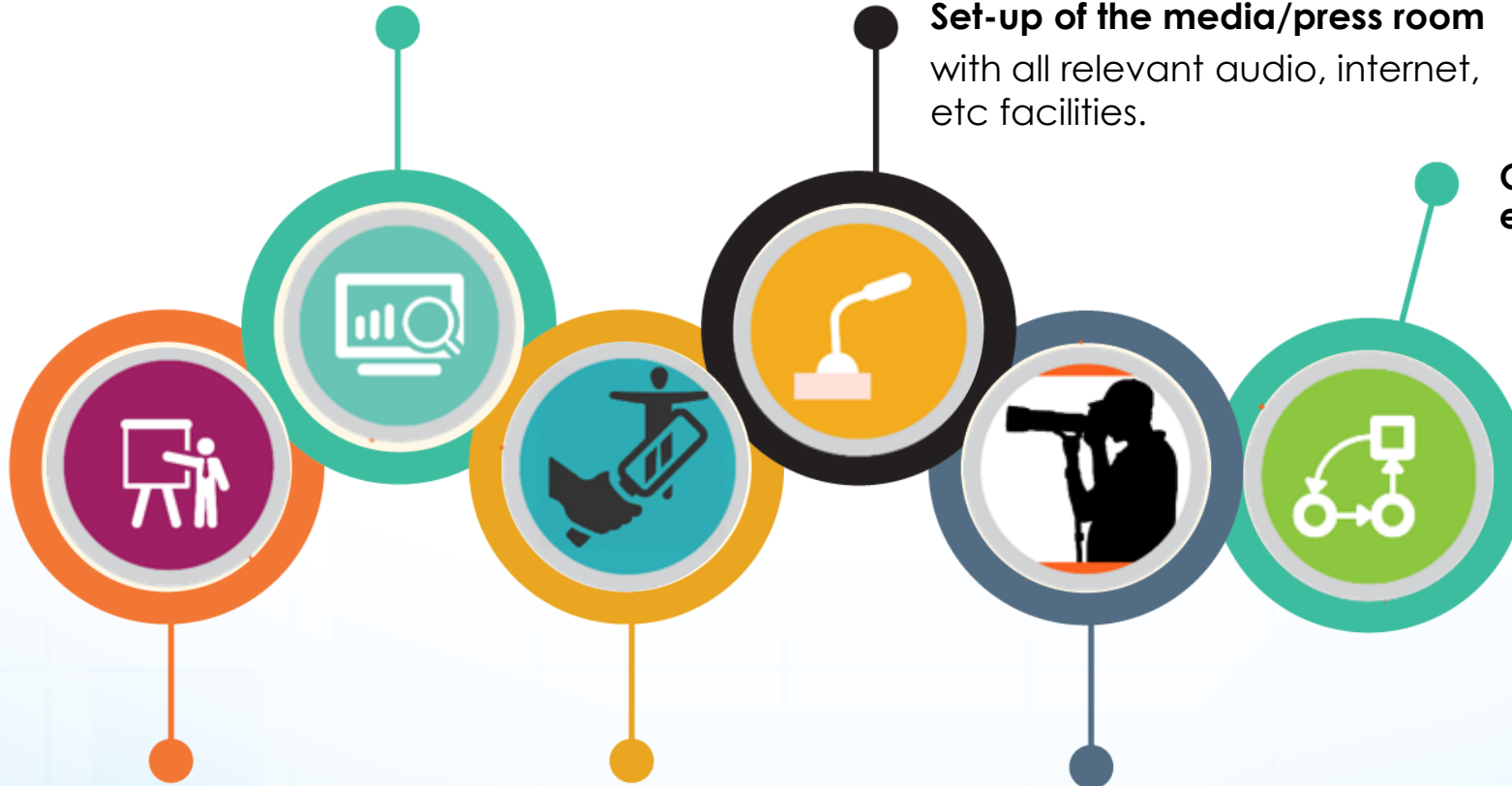
Improving Healthcare Through Partnerships & Shared Innovations.

Ladybird deliverables

Acquisition of all necessary licenses

Set-up of the media/press room
with all relevant audio, internet,
etc facilities.

Overall end-to-end
event management



Event experience – planning, implementing, hospitality and executing all event experiences that will ensure that this conference is of world class standards

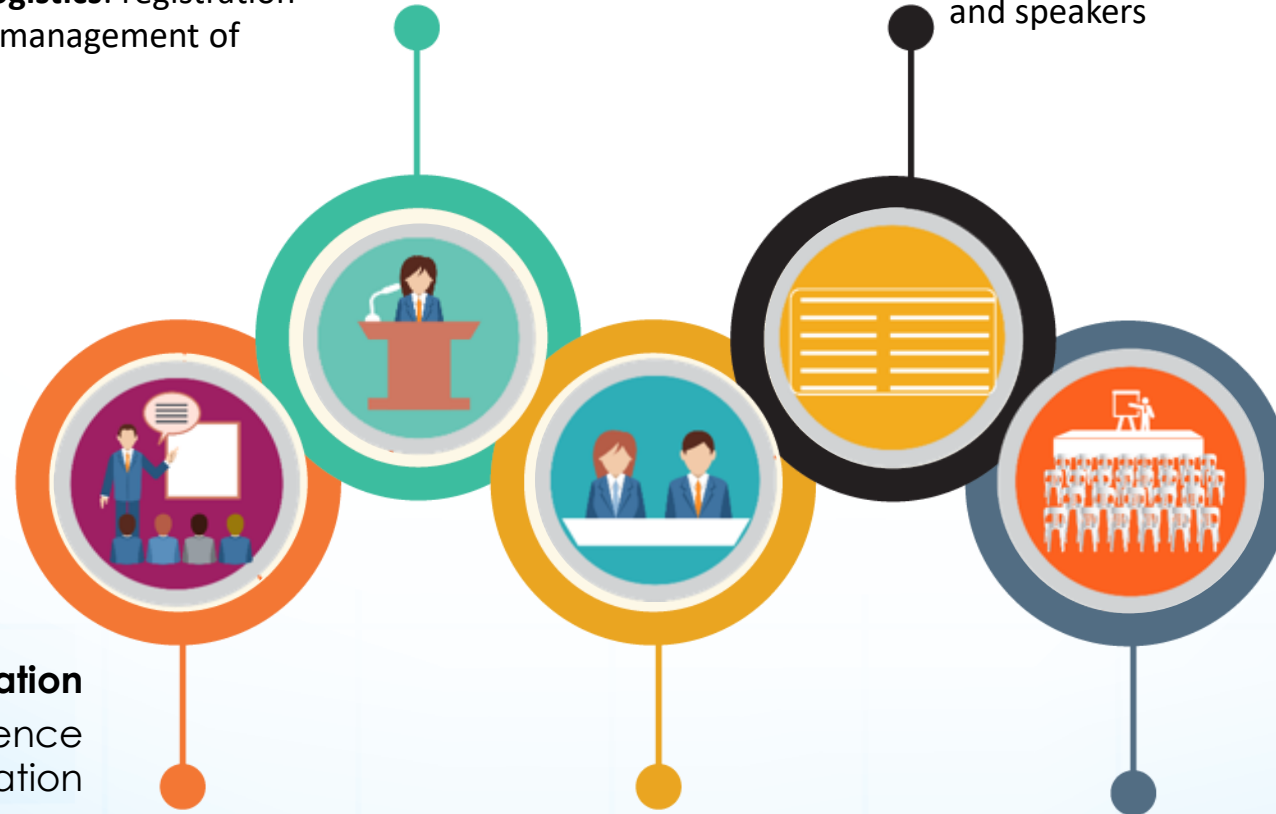
Risk / security plan

Professional photography and video

Ladybird deliverables

- **Conference logistics:** registration of delegates, management of speakers

Program Management including timekeeping, flow of program and speakers



Pre-event coordination
that includes pre conference workshops, venue identification and booking, conference publicity, delivery of invitations e.t.c.

- **Coordination** of all partners: Ensure all partners (both government and non-government fulfil their obligations on time

Venue Set up – look & feel – Stage/ platforms, furniture for speakers, décor, branding, sound, lighting, projectors/LED screens, lapel and cordless microphones

Event Overview

Pre – Conference Activities (July 1st – 22 nd September)	During Conference (25 th to 27 th September)	Post-Conference Activities (28 th September – 30 th September)
Website Development	Delegates registration	Conference report
Invitations	Presentations & panel discussions	
Social Media push	Roundtable discussions	
RSVP	Entertainment – Dance, poetry & music band performances	
Production of POSM & Branding Materials	Photography & videography	
Drive banner advertising on Website by Sponsors	Media interviews	
	Tea breaks & Lunch breaks	
	Gala Dinner	



PRE EVENT

Website Development -

Online Push

- We will build an interactive website as STANMED that will also act as the registration portal for interested delegates.
- The site will be used to share info of the conference pre and post the event.
- These platforms shall also be key reference points for attendees especially those across borders who wish to confirm cost details of items such as hotels, air fares, food etc for the conference period
- We will post digital media content from the event on the site including presentations post the event.
- Ladybird proposes that a website be developed for purposes of supporting registration, running sponsors' advertisements, and for use in future engagements.
- The website shall be used to upload post event photos and videos including content from the presentations.



Invitations

Ladybird proposes that STANMED & KNCCI come up with list of at least **400 guests** from the medical arena that we shall pursue for attendance.

We shall use the generated list in the RSVP process.

We propose to start the RSVP process early, at least 30 days prior to the event



Pre-Conference Coordination

- Manage the RSVP process for both attendees and sponsors
- Ladybird will contact and coordinate invitation communication with all identified government officials as well as healthcare professionals and Insurance firms locally
- Ensure conference publicity via website and social media is done
- Monitor website and social media functionality throughout the registration process
- We'll carry out site visits and coordinate all the required logistics to ensure a smooth flow of the conference
- Print all branding materials, t-shirts, stationery etc.
- Deliver invitations and discuss any roles that there may be with the partners

The image features a vibrant teal background filled with numerous small, multi-colored confetti pieces in shades of pink, orange, yellow, and blue, appearing to fall from the top. A solid black rectangular box is positioned on the left side, containing the text "EVENT DAY" in a bright cyan, sans-serif font.

EVENT DAY

Conference Schedule of Events – 25th September

Day 1 - Morning

Time	Activity
7:00am	Registration & Tea
8:00am	Guests to be seated – MC Victoria Rubadiri
8:10am	Opening remarks – STANMED
8:20am	Opening remarks – Chamber of Commerce
8:30am	Official Opening of conference: Kenya Medical Association Chairman State of Healthcare in Kenya
9:00am	Turkish Medical Association Representative State of Healthcare in Turkey
9:30am	Keynote Address : Insurance Firm 1
10:15am	Q&A
10:30pm	Tea Break
10.45am	Keynote Address 2: Turkish Hospital 1
11.30am	Q&A
11.45am	Keynote address 3: Turkish Hospital 2
12:30pm	Q&A
12:45pm	Lunch Break

Day 1 - Afternoon

Time	Activity
14:00pm	Keynote Address 4: Turkish Hospital 3
14:45pm	Q&A
15:00pm	Tea Break
15:30pm	Panel Discussion (All Keynote Speakers) Audience Engagement
16:30pm	Closing Remarks – Chambers of Commerce/STANMED
16:45pm	End of Day 1

Conference Schedule of Events – 26th September

Day 2 - Morning

Time	Activity
7:00am	Registration
8:00am	Guests to be seated – MC Victoria Rubadiri
8:10am	Opening Remarks – STANMED
8:20am	Opening remarks – Chambers of Commerce
8:30am	Speech: Pharmaceutical Society Kenya
9:15am	Keynote Address : Pharmaceuticals – Generic Vs Branded
10:00am	Q&A
10:15am	Tea Break
10:45am	Keynote address: Turkish Hospital 4
11:30am	Q&A
11:45am	Keynote address: Turkish Hospital 5
12:30pm	Q&A
12:45pm	Lunch Break

Day 2 - Afternoon

Time	Activity
14:00pm	Keynote Address 4: Healthcare Insurance Firm
14:45pm	Q&A
15:00pm	Tea Break
15:30pm	Panel Discussion (All Keynote Speakers) Audience Engagement
16:30pm	Closing Remarks – Chambers of Commerce/STANMED
16:45pm	End of Day 2

Conference Schedule of Events – 27th September

Day 3 - Morning

Time	Activity
7:00am	Registration
8:00am	Guests to be seated – MC Victoria Rubadiri
8:10am	Opening Remarks – STANMED
8:20am	Opening remarks – Chambers of Commerce
8:30am	Round table discussions
10:15am	Tea Break
10:45am	Round-table discussions/Executive check-ups
12:45pm	Lunch Break

Day 3 - Afternoon

Time	Activity
14:00pm	Round table discussions/executive check-ups
15:00pm	Tea Break
15:30pm	Closing Remarks – Chambers of Commerce/STANMED
18:00pm	Cocktail
19:00pm	Gala Night

Gala Night

Time	Activity
18:00pm	Cocktails
19:00pm	Guests Seated – MC Victoria Rubadiri
19:10pm	Presentation – Sponsors
19:40pm	Dinner
20:40pm	Speech – Kenya Medical Association
21:00pm	Speech – Turkey Representative
21:20pm	Closing Remarks – Chambers of Commerce
21:30pm	Vote of Thanks
21:45pm	Entertainment – Guest leave at their own leisure

Proposed MC – Victoria Rubadiri

- Victoria is a tv personality and news anchor with experience in events hosting and emceeing. She has a background in radio and has also runs a number of television shows.



Conference Registration Area

- We propose to have a registration area with at least 5 registration desks
- These shall be well branded for proper visibility to all attendees
- The registration process shall take place on the morning of the event, on each day
- A team of well trained brand ambassadors will manage the registration process
- They shall use computers with already set details of registered attendees
- All registered delegates shall be issued with identification tags and their conference packs



Sponsors' Booths

- Gold sponsors will have a smaller area to engage and distribute printed material about their services
- These areas will be activated during the breaks of the conference.



VIP Room

- We propose to have a VIP room to cater for the various dignitaries expected to be in attendance
- This shall serve as a holding area as well as their breakout area
- The room shall be setup in comfortable furniture and will have light refreshments



STAGE SET-UP



Venue Set-up

- We will work together with the conference venue staff to set up the venue as per agreed floor plan.
- Venue branding will be as per materials produced and this may include pull-up banners, media banner, relevant directional signages etc. and all will be set-up the day before
- Ladybird has an in-house creative department that shall assist in developing any required artworks, given the logos.
- We will also manage printing of all the required branding material
- All technical equipment will be set up and tested before day 1

Event Technical requirements

Ladybird shall be responsible for the event look & feel;

- Stage
- Furniture
- Audio Visual
- Venue décor and branding
- Supply Sound, lighting, projectors/LED screens, lapel and cordless microphones

Directional signages



Branding & Signages



Pull-up banners



Media Banners

Performances - Gala Night

The Gala night shall be held on the evening of day 3 of the conference

The sponsors shall have an opportunity to give their address at this platform

The CEO of KMA shall the wrap up the conference with an address at the same gala



GALA DINNER

- Dinner setup: **Ballroom**
- We propose to have a themed dinner setup that allows delegates to enjoy a more relaxed atmosphere as they come to the close of the conference.



Entertainment

During the Gala dinner, we shall have guests entertained by;

- **Ritchie Alai**
- **Nairobi Orchestra**

Both entertainers shall belt out jazz numbers and classical tunes through the night



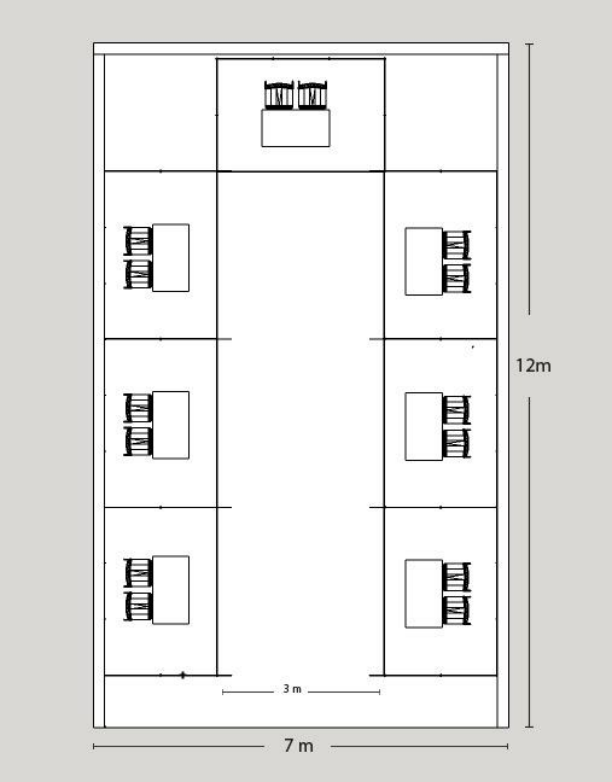
Photography & Videography

- A professional photographer and videographer will cover the event to develop content for future use.
- The photographer will be briefed on the vital moments and the different conference activities that will need photography
- The photographer will produce a soft copy of the conference pictures to the client 2 days after the event
- The videographer will be given a week to produce an edited version of the conference to the client as per client's brief.
- The service providers will be briefed a week to the event and re-briefed at the venue so that they can be walked through the on ground plan.



Exhibition Booths Floor Plan

7 booths of 3x2 dimension



Logistical Support

- We will work with the host venue to agree on the security plan.
- The security team will be introduced to the key conference coordinators for smooth security coordination
- All delegates will be screened as they access the conference areas



Roles and Responsibilities

Client's Responsibilities

- Training the Agency and availing relevant branding and artworks
- Provide a contact person between client and agency.
- Updating the Agency on online registration progress and numbers.
- Ensure microsite is set up for registration and conference information flow

Agency Responsibilities

- Overall coordination & execution of all planned activities
- Assist the client to manage all the pre-conference activities. Source and coordinate all suppliers
- Manage all RSVP
- Provide and coordinate activities of the conference hostesses
- Reporting / briefing on activities on a Daily Basis and present a final report 3 days after the conference is done.
- Provide photographic and video evidence of the event.

Ushers/Hostess Look





POST EVENT

Post Event Report

- Ladybird shall prepare and issue an event report within 3 days, after the event

Conference Fee Structure

- Ordinary citizen – USD 15
- Doctors (Local) – USD 15
- Doctors (Foreign) – USD 20
- Corporates (HR Managers) – USD 50

**Costs cater for conference and gala night.

Cancellation Policy:

30 days or more before event = 100% refund

7-30 days before event = 50% refund

Less than 7 days to event day = Nil refund

CONFERENCE SUBSCRIPTION PACKAGES

PLATINUM SPONSOR – USD 100,000

- StanMed Healthcare Partnership Agreement for East Africa
- Presentation slot – 2 hours
- Video loop on conference screens
- Exclusive branding opportunity at conference venue
- Banner messaging on conference website and social media pages for 2 months
- Platinum sponsor booth for 3 days
- VIP room access
- Opportunity to co-brand on billboards and newspaper advertisements/articles
- Mentions in the radio advertisements
- Opportunity to publish in conference programme schedule
- 10 conference entry tickets
- Conference bag
- Notebook
- Pen
- Conference certificate
- Conference photo coverage
- Gala dinner & cocktail
- Refreshments and lunches for 3 days
- Post-event photos and videos (soft copies)

GOLD SPONSORS – USD 50,000

- StanMed Healthcare Partnership Agreement for East Africa
- Presentation slot – 1 hour
- Banner messaging on conference website and social media pages for 1 month
- Exhibition booth for 3 days
- 5 conference entry tickets
- Conference bag
- Notebook
- Pen
- Conference certificate
- Conference photo coverage
- Gala dinner & cocktail
- Refreshments and lunches for 3 days
- Post-event photos and videos (soft copies)

HEALTH INSURANCE SPONSORS - USD 1,000

- Presentation slot – 15 minutes
- Conference bag
- Notebook
- Pen
- Conference certificate
- Conference photo coverage
- Gala dinner & cocktail
- Refreshments and lunches for 3 days
- Post-event photos and videos (soft copies)

PHARMACEUTICAL SPONSORS – USD 750

- Conference bag
- Notebook
- Pen
- Conference certificate
- Conference photo coverage
- Gala dinner & cocktail
- Refreshments and lunches for 3 days
- Post-event photos and videos (soft copies)
- Introduction to regional distributors

MEDICAL EQUIPMENT AND DEVICES & IMPLANTS SPONSORS – USD 1,000

- Conference bag
- Notebook
- Pen
- Conference certificate
- Conference photo coverage
- Gala dinner & cocktail
- Refreshments and lunches for 3 days
- Post-event photos and videos (soft copies)
- Introduction to regional distributors

STRATEGIC PARTNERS – USD 10,000

Business partners providing strategic services that tie in to the event as well as play a future role in facilitating the objectives of the conference shall enjoy the following;

- Video playbacks during 2 tea breaks
- Video playback during cocktail and gala dinner
- Banner advertising on conference website for 2 weeks

DELEGATES & GENERAL PUBLIC – USD 15

- Notebook
- Pen
- Gala dinner & cocktail
- Refreshments and lunches for 3 days

Bank Details

EQUITY BANK KENYA LIMITED

HOSPITAL ROAD UPPER HILL

EQUITY SUPREME CENTRE

BRANCH 081

BANK CODE 068

SWIFT CODE: EQBLKENA

ACCOUNT NUMBER: 0810275 026 864

ACCOUNT NAME: Standard Medical Group Limited

NARRATIVE: StanMed Healthcare Conference 2019

SPONSORSHIP TARGET BREAK-DOWN

Platinum Sponsor– 1 Organization

Gold Sponsors – 6 Organizations

Health Insurance – 4 Organizations

Pharmaceuticals – 5 Organizations

Medical Equipment & Devices – 5 Organizations

LADYBIRD CORE TEAM



OPERATIONS

- Project Manager
- Operations Manager
- Monitoring & Evaluation Manager

CLIENT SERVICE

- Account Director
- Account Manager

CREATIVE

- Creative Director
- Creative Manager

ACTIVATION TEAM

- 20 Brand Interface Ambassadors
- 1 Supervisor

*Thank
you!*



Ladybird[®]

Advertising Ltd