

MEDIA PACK 2021

PharmaTimes
**COMMUNICATIONS
AWARDS**
2021

CONTACT:

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SPONSORSHIP OPPORTUNITIES

There are a number of exclusive sponsorship opportunities for the competition which span the timeline from launch through to the awards gala dinner, the ceremony will take place this November in London.

The event is attended by pharma professionals and leaders, making it the ideal platform from which to raise your company profile.

The logos of our sponsors are used on all marketing material throughout the competitions' promotional build up, with exposure to PharmaTimes' considerable print and digital subscribers and social media followers.

A number of additional 'on the night' sponsorship opportunities are available to suit a range of budgets.

The exposure and profile generated for sponsoring organisations is second to none. A number of our sponsors have maintained long-term support for the event, demonstrating the clear return on investment.

This year's ceremony will include presentations for Marketer of the Year and the PharmaTimes Sales Awards.

Discounts are available for companies sponsoring more than one competition.

SPONSORSHIP PACKAGES

(All sponsorship packages are bespoke, packages and prices available on request).

Packages can include:

- Membership of the executive steering group
- Category sponsorship
- Presentation of the award for your sponsored category
- Table of 10 at the gala dinner
- Poser table and branding at the pre-awards drinks reception

- Branding on pre and post event material
- Branding on every page of www.pharmatimes.com/CA
- Onscreen branding at the gala dinner
- Full page advert in the book of the night
- Thought leadership articles

• Other opportunities:

- Sponsor of the ticket and e-ticket packs
- Sponsorship of the seating plan
- Advertise in the official event programme
- Sponsorship of the menu inside the official event programme
- Sponsor the host
- Table gifts
- Photo booth

EARLY BIRD

If you book before the end of August 2021 you'll get a 10% discount.

The earlier you book the more coverage you will receive in pre event marketing.



The PharmaTimes Communications Awards create the opportunity for communications professionals to demonstrate their leadership, creative, and teamwork skills in a variety of fun and engaging virtual challenges.

Healthcare communications agencies are invited to put forward teams across the four unique categories, with the individual categories also available to healthcare agencies but with the added inclusion of in-house pharma too.

ENTRY PROCESS

Teams and individuals can register their entry via our new online portal, making it easier for candidates to keep track of their entries - pharmatimes.com/ca/enter. Entries are screened by the executive steering group and finalists are announced in September.

Finalists will continue the successes of last year's competition and will compete in expertly devised virtual challenges, testing teamwork and creative skills.

All finalists receive qualitative and quantitative feedback from the judges and a signed certificate of achievement. They will also be provided with a competency spider-gram that benchmarks them against the other contestants.

CATEGORIES

The team categories have been developed and adapted over the years, offering a testing challenge for agencies. While the newer individual categories offer the opportunity for professionals to benchmark their skills and provide a stepping stone into managing a communications team.

Also new for 2021, we have the inclusion of two medical affairs categories to offer a new avenue into the competition.



STEERING GROUP

The Communications Awards steering group and judging panel comprises of both senior industry leaders and key stakeholders.

This esteemed committee of professionals provides a vital role in helping PharmaTimes to design the competition so that its content accurately reflects the latest business thinking and the environment in which healthcare communications professionals are working.

JUDGING DAY

Finalists will compete via video link as they present their response to the case study assigned by our expert panel.

The brief has been designed to test the agencies and individuals creative, presentation, and tactical skills; alongside their ability to work together as a team.

AWARDS CEREMONY

PharmaTimes hopes to deliver a live gala dinner and awards ceremony where their success shall be celebrated alongside industry leaders.

The ceremony, due to be held at The Chelsea Harbour Hotel, will coincide with the results of the Marketer of the Year and Sales Awards.

