

ESNO

EUROPEAN SPECIALIST
NURSES ORGANISATION

ESNO World Café Sponsor Brochure

20-21 April 2023



Why sponsor this meeting?

Meeting topic

Title: ESNO Health Work Force World Café
Location: Les Ateliers des Tanneurs, Brussels
Event Page: https://www.esno-congress.eu/esno_hwf_world_cafe

Health Workforce and Nurse Shortage

To the background of a great number of European initiatives, programs and projects on health workforce, planning, forecast, shortage, skills, education and others, and the urgency of the matter, ESNO organizes a 2-day event with stakeholders, private and public together with ESNO members, associates, discussing this issue together. Shortage and retention are a big issue and only waiting for long term changes is not an option. It will be an interactive event on location in Brussels. It's not the intention, to establish a new program, but creating a platform to share insights and recommendation and discussing this with specialist nurses from all European regions themselves. The event will also support current programs and projects and create opportunity to connect directly with specialist nurses and those in advanced roles and positions in in day-to-day clinical practice and often in combination in leading roles all over Europe.

"With your support as sponsor, you share the concern on the sustainability of the health workforce, and at the same time invest in opportunities and contribute to the debates and mutual understanding towards a resilient future".

Program:

Day 1: Setting the scene

Setting the scene with presentation about programs, projects and insight, both national and European with sharing and exchange who is who. During this day, persons representing organisation, EU institutes but also nurses and nurse organisations, getting to know each other and have formal and informal communication. It's also a breaking the ice event, with optional an 'speed-dating' structure. The intention is that all invited and present at the event represent their organisation but during discussions, they speak on personal ground. During this day, there are opportunities in making connection and exchange contact for collaboration.

Day 2: Let's talk, create new values for a tangible future

After a short introduction, a recap, discussions will take place on themes in a 'World Café' structure "Let's talk" About World Café: 'The World Cafe is a flexible, easy-to-use process for fostering collaborative dialogue, sharing mutual knowledge, and discovering new opportunities for action. Based on living systems thinking, this innovative approach creates dynamic networks of conversation that can catalyse an organization or community's own collective intelligence around its most important questions. A great benefit of this process is that all are equal and often speak on personal base and discussion are very inclusive and honest' @WorldCafe.

Before the event, the invited participant will receive material to be well prepared and have already an idea what can be expects and who you might meet and find.

After the event, a report will be created with insights of participant, overview of programs and projects with outcome of discussions and recommendations for the clinical practice but also on higher level policy. This report will be launched during the ESNO congress 8 and 9 June and be sure you can make it for this special event as well.

Journalist, media and social media

During the event photos will be made but also we expect journalists to be present. The event will be recorded with the intention to create a documentary of the event, but also focussing on the health workforce challenges ahead of us for the years to come. This from the scope from a diversity of angels: nursing, health institutes, policy (European, national and regional), industry and patients.

This will be an invited only event

For the event, we will ask all participants a minimal fee of €150 euro to cover the minimal cost including lunch for 2 days and coffee breaks. For companies and EU programs, there is a possibility for an extra donation or become a sponsor. With enough budgets, nurses will be supported in travel and accommodation and this is of high relevance for the organisers, to meet the requirement of inclusion. For this, extra donations are welcome.

Who will attend?

- European oriented HWF Program managers
- ESNO member organisation and their CEO's
- ESNO Associates, organisation and Individual
- National regulatory institutes related to health workforce.
- National Nursing Organisations and networks
- National and regional nursing organisations
- Representatives from patient organisations, nationals and European
- Representatives from hospitals, public and private
- Individual Nurses from Europe
- Universities and Nurse education institutes
- Organisations active on Nurse Mobility (public and private)
- Representatives from industry.
- Representatives from European Agencies
- Other

Program Committee:

- ESNO board members
- ESNO members and associate representatives
- Expert organisation on European policy and strategy
- Members of confirmed speakers

Confirmed Speakers

From the Advanced Nursing domain

- Dr. Adriano Friganovic, ESNO president and president of the World Federation of Critical Care Nurse ([WFCCN](#))
- Bianca Buurman: President National Nursing Association ([V&VN](#)) and professor of Acute Elderly Care at the AMC & the Amsterdam University of Applied Sciences and a nurse at the day clinic for geriatric medicine in Amsterdam UMC
- Adelaida Zabalegui, Managing Director at Hospital Clínic de Barcelona and chair European Academy of Nursing Science ([EANS](#))
- Daniela Lehwaldt: Dr Daniela Lehwaldt is the Chair of the International Council of Nurses (ICN) Nurse Practitioner (NP) / Advanced Practice Nurse ([APN](#)) Network.

EU institutes and health workforce

- Maya Mathews: DG Sante - Head of Unit Performance of Health Systems · European Commission
- Milena Angelova: EESC Member of the European Economic and Social Committee
- Flaviana Teodosiu: DG Employment, Policy officer at European Commission, DG Employment, Social policies.
- Eszter Kovacs, Assistant Professor at Semmelweis University, Health Services Management Training Centre and project lead Jointed Action Health Workforce Europe ([SEPEN](#)).
- Representative World Health Organisation Europe (TBC)

Patient representative organisations

- Juan Jose Fernandez, Policy Officer at European Patient Forum ([EPF](#)) Brussels (TBC)
- Dr Neda Milevska-Kostova, President of the Global and International Alliance of Patient Organizations ([IAPO](#))

Moderators

Bert Vrijhoef and Tamsin Rose

What is the expected number of participants?

200 participants

Congress location

Les Atelier des Tanneurs

Rue des Tanneurs 58-62

1000 Brussels

Belgium



Gold Sponsor Package: € 10.000,00

- Inclusion of company name and logo on the conference website with a link to the company website
- Inclusion of a brief company description on the conference website (maximum 500 words)
- Company logo displayed on the screens in the congress center and in the meeting rooms before the sessions start
- Inclusion in: pre, - during and after sales of the event
- Inclusion in report making of the event and after social media activities
- Free registration for 3 persons including the social event. *Please note, this registration is for day 2, where individual participation to the discussion is allowed and highly appreciated.*
- Budget support for nurses to enable them in travel and accommodation

Silver Sponsor Package: € 5.000,00

- Inclusion of company name and logo on the conference website with a link to the company website
- Inclusion of a brief company description on the conference website (maximum 500 words)
- Company logo displayed on the screens in the congress center and in the meeting rooms before the sessions start
- Inclusion in: pre, - during and after sales of the event
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Shopping list

- Pens/Block notes (to be provided by sponsor) - € 500,00
- Lanyards (to be provided by sponsor) - € 750,00
- Lunch: at real costs
- Coffee break: at real costs

Contact conference secretary

Lahdy Lauenberg

Project Manager



Avenue Ceramique 222
NL - 6221 KX Maastricht
T +31(0)43 205 71 25

www.pauwelspco.nl

l.lauenberg@pauwelspco.nl

Important

1. The ESNO Foundation is liable to VAT, all prices are excl. 21% VAT.
2. We do not provide any address details of delegates to sponsors neither can they be bought.
3. The exhibition area does not include the costs of stand building, carpeting, electricity and other stand-related costs.
4. The sponsor is responsible to provide the symposium organization with logos, advertisements, company profile etc.
5. Geneesmiddelen Reclame (CGR)' guidelines which apply to all sponsors.
For more information, please visit the website: <https://www.cgr.nl/en-GB/Gedragscode-Genesmiddelenreclame>.

Since this is a congress with a 'mixed' target group pharmaceutical companies may not advertise prescription-only products, except during their 1-to-1 contact moments with healthcare professionals.

- Pharmaceutical companies may build a corporate stand
- Pharmaceutical companies may build a stand-in-stand in this case you may only allow healthcare professionals into the private area in the stand

Advertisements in the congress bag, programme booklet, proceedings book, abstract book, website and app may only include advertising for the company itself ('corporate advertising') which may be directed at the general public. The congress organization will make sure that Healthcare professionals and non-healthcare professionals can be recognized as healthcare and non-healthcare professionals.

In order to meet your needs, the organizing committee is available to discuss any ideas or initiatives that are not listed above.