

Industry Membership - 2020



*Putting patients at the centre
of good nutritional care*

Founded in 1992, BAPEN is the leading Charitable Association for malnutrition consisting of a multidisciplinary membership network of doctors, nurses, dietitians, pharmacists and patients. Our current membership extends to over 850 professionals with an interest in nutrition support across the United Kingdom with growing international interest. Since 2017 we have doubled our membership numbers, attracting new members through free BAPEN Membership to Core Group Members.

Important activities over the past 12-months have included:

- Joint host and partner for ONCA conference 2019 'Co-creating the patient pathway', a multi-stakeholder initiative to encourage greater screening for disease-related malnutrition/undernutrition and nutritional care implementation across Europe.
- BIFA Guidelines & Position statements (Management of CRBSI in patients receiving long term parenteral support; Use of Cyclizine in patients receiving parenteral nutrition support).
- Development of a new national screening survey portal in time for MAW2019.
- Co-ordination of the national clinical response including national media awareness to the Parenteral Homecare supply failure.

We have an active social media following with over 5000 Facebook members, over 6000 Twitter followers; BAPEN has a Facebook reach of 36,500 and Twitter engagement in excess of 780,000 in 2019.

By supporting BAPEN you will help to provide essential funds to resource and support the organisation to tackle malnutrition and ensure that excellent nutritional care is provided for all patients in all settings. Through BAPEN's work we will actively engage with commissioners, regional teams, and key stakeholders to ensure that organisations are focussed on achieving nutritional standards. We offer four distinct levels of membership for industry partners: Gold, Silver, Bronze and Basic. Alongside this we would welcome support for our 'Specialist Interest Groups (SIGs) through separate Educational Grants.

Join us at our next Annual Conference: Hilton Brighton Metropole, November 17th - 18th, 2020

www.bapen.org.uk

BAPEN – The Facts

BAPEN is made up of 5 Core Groups, which include:

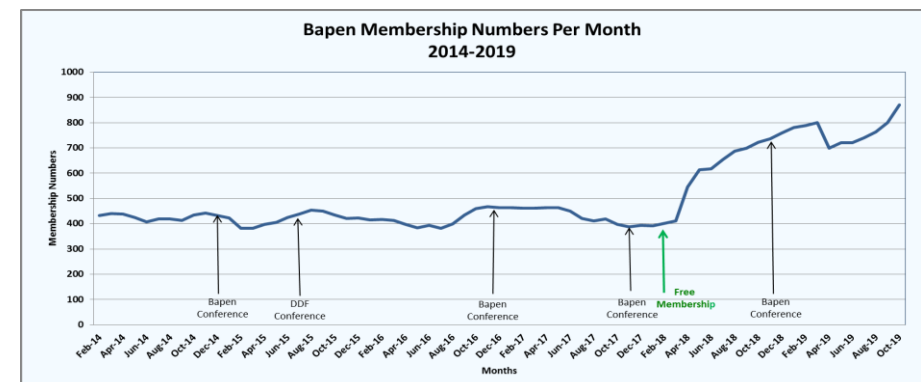
- **Dietitians** (PENG) – a specialist group of the British Dietetic Association
- **Doctors & Scientists** – BAPEN Medical; The British Society of Paediatric Gastroenterology, Hepatology & Nutrition (BSPGHAN), The Nutrition Society
- **Nurses** – National Nurses Nutrition Group (NNG)
- **Pharmacists** – British Pharmaceutical Nutrition Group (BPNG)
- **Patients** – Patients on Intravenous & Nasogastric Nutrition Therapy (PINNT)

Annual Conference: 26th – 27th November 2019, Belfast

- 580 attendees (25% increase on 2018); 29 Exhibitors & sponsors; 13 symposia over 2 days (plus 2 satellites & breakfast symposia); 4 educational workshops.
- Make sure you don't miss out; **join us in Brighton, November 2020** for our next annual conference.

Malnutrition Awareness Week 2019 – In 2019 we joined forces with ASPEN for an even larger media campaign to promote awareness of malnutrition and the importance of good nutritional care for all on both sides of the Atlantic.

During this week there was also a significant input of data into the newly developed national screening survey portal with over 1000 entries achieved to date. This portal will provide useful data to monitor trends in the prevalence and management of malnutrition across the UK.



Join us at our next Annual Conference: Hilton Brighton Metropole, November 17th - 18th, 2020

www.bapen.org.uk

BAPEN Industry Membership - 2020



ALL Industry Partners Benefit from:

- Underpinning the work of BAPEN
- Access to >850 BAPEN Members
- Support projects & workstreams outlined in BAPEN strat
- Visible link & logo on BAPEN website
- Dedicated liaison on Executive committee
- Advertising of study days or meetings on BAPEN website
- Inclusion in 'Company Sponsors' section, *In Touch* publication
- Use of statement: "[company name] supports BAPEN in raising awareness of malnutrition and providing good nutritional care in all settings"

- Opportunity for two individual 1 hour meetings per year with BAPEN Executive for information sharing & strategy development
- BAPEN membership (Individual Industry membership category) for up to 12 employees (worth £900 and reduced conference fees)
- BAPEN membership report & analytics
- BAPEN endorsement of company events (4 per year)
- Advertisement in our 'In Touch' electronic publication (4 per year); & Product service announcement (3 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 4 meetings per year)
- Invite of Exec/Council member to co-chair satellite symposia

GOLD
£20,000

- Opportunity for one 45 minute meeting per year with BAPEN Executive for information sharing and strategy development
- BAPEN membership (Individual Industry membership category) for up to 6 employees (worth £450 and reduced conference fees)
- BAPEN endorsement of company events (3 per year)
- Advertisement in our 'In Touch' electronic publication (2 per year); & Product service announcement (2 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 3 meetings per year)
- Invite of Exec/Council member to co-chair satellite symposia

SILVER
£16,000

- BAPEN endorsement of company events (2 per year)
- BAPEN membership (Individual Industry membership category) for up to 4 employees (worth £300 and reduced conference fees)
- Advertisement in our 'In Touch' electronic publication (1 per year)
- Product service announcement (1 per year)
- Regional Meetings: Exhibition stand & attendance for sales representatives (2 representatives, at 2 meetings per year)

BRONZE
£11,000

- Advertisement in our 'In Touch' electronic publication (1 per year)
- BAPEN membership (Individual Industry membership category) for up to 2 employees (worth £150 and reduced conference fees)
- Product service announcement (1 per year)

ENTRY
£5,000

Join us at our next Annual Conference: Hilton Brighton Metropole, November 17th - 18th, 2020

www.bapen.org.uk

MAW2020 & Other Opportunities

Malnutrition Awareness Week (MAW) in 2019 (#MAW2019), built on a hugely successful inaugural week held in 2018. A massive increase in social media reach was achieved to highlight the prevalence and consequences of malnutrition, as well as starting discussions regarding management and highlighting the importance of nutrition support teams across the UK. In 2019 we also joined forces with ASPEN and held a transatlantic webinar during MAW2019 highlighting the challenges and sharing solutions with a global audience; in 2020 the bar will be raised even higher.

Traditional & Social Media

191.6 million reach (213% increase on 2018) (print and online)	Twitter 146.9 million
49.2 million (via 155 radio stations)	Facebook 106.3 million

Local Activation

Over 250 teams/organisations ran local awareness activities and shared their activities on social media
 Overall total of **7,344** downloads of various MAW materials during MAW week alone

National Screening Survey Portal

1,200+ data captures recorded in the collection portal up to the end of October
25,500+ people had the opportunity to watch the screening portal tutorial video on social media

If you are interested in supporting #MAW2020, one of our Specialist Interest Groups (SiG), or to support BAPEN delegates to attend conference in 2020 with a travel bursary; please contact the BAPEN office regarding the option of an unrestricted educational grant to support our work.

#MAW2020 Unrestricted Educational Grant

£5,000

Specialist Interest Group (SiG) Sponsor

£3,000

Travel Bursary for 2020 Conference Attendance
 (10 delegates)

£1,000

Join us at our next Annual Conference: Hilton Brighton Metropole, November 17th - 18th, 2020
www.bapen.org.uk