**PRESENTER INFORMATION**

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| **Name** |  | | **Job Title:** | |  |
| **Contact number** |  | | **Email address** (please [subscribe to HPCA](https://www.hpca.uk/membership-form/) if you haven’t already) | |  |
| **Social Media – links to profiles on LinkedIn, Twitter, Facebook etc** | |  | | | |
| **Organisation** | |  | | | |
| **Speaker Bio** (max 200 words) | |  | | | |
| **Speaker Photo** | |  | | | |
| **Company Logo** | |  | | | |
| **Website** | |  | | | |
| **Commercial organisations Logo/ contact info/website** | |  | | | |
| **I hereby give permission for my details to be shared** (as outlined below, relating to promotions) | | **Signature:** | | **Date** | |

In the run up to the HPCA Conference HPCA will:

* Promote on social media, linking to your organisation website & social media
* Promote on the events page of the HPCA website
* Promote via the HPCA monthly Bulletins
* Please ensure there is no sensitive data in your presentation
* Promote in client and community webinars taking place before the conference

**PRESENTATION CONTENTS**

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| **Presentation Slides**  (please share with us by 8th January 2024) | LINK TO SLIDES OR SEPARATE pdf |
| **Any poll questions for the audience** (Slido) |  |
| **Case Study Content**  Please identify how your presentation meets the following criteria in order to be beneficial for our audience (full speaker briefing is below)   * Case Study Presentation * Collaborative Problem-Solving * Tools and Processes * Lessons Learned * Beneficial Change * HPCA Resources * Commercial Collaborations | |
| (At least 500 words) | |

**The Brief for HPCA 2024 Conference Speakers**

We are looking for individuals who can showcase their expertise as NHS Project or Change professional.

Our aim is to inspire and inform our audience through case studies that reflect the collaborative efforts and innovative solutions needed to address critical challenges within the NHS.

**Speaker Criteria:**

* **Case Study Presentation:** Speakers should be willing to present a detailed case study of a project they have personally delivered within the NHS.
* **Collaborative Problem-Solving:** The case study should emphasise how the speaker collaborated with a team or partners to solve a significant problem or address a pressing issue that the NHS is currently facing.
* **Tools and Processes:** Speakers should explain the tools, methodologies, and processes employed to achieve success in the project.
* **Lessons Learned:** Share insights and lessons learned from the project, including challenges encountered and how they were overcome.
* **Beneficial Change:** Speakers should provide evidence and testimonials that demonstrate the positive impact of the project on the NHS and its patients.
* **HPCA Resources**: If this during delivery of this project, your team utilised any resources provided by HPCA it would be fantastic to be able to share this with the audience.
* **Commercial Collaborations:** For the benefit of the community, we would like to know the software used and if you have formed any relationships with commercial organisations who have supported your project.

If you or someone you know has a compelling story to share that meets these criteria, we encourage you to submit a proposal for consideration. Your contributions will play a vital role in making our 2024 conference a success, providing valuable insights and inspiration to our attendees.

Please submit speaker proposals, including a brief bio and an outline of your proposed presentation, by Friday 1st December to [events@hpca.uk](mailto:events@hpca.uk)

We will review all submissions carefully and select the most relevant and impactful case studies to be part of our conference program.

We look forward to receiving your proposals and to hosting an event that showcases the remarkable work of NHS professionals and their transformative projects. Thank you for your dedication to improving healthcare through collaboration and innovation within the NHS.

**EXAMPLE CASE STUDY STRUCTURE** (approx 500 words)

(This is the structure we need you to follow for your intended case study)

**TITLE: "Elevating Healthcare: Case Studies from NHS Change Professionals"**

**Introduction** (Approximately 50 words):

The 2024 conference promises to be a beacon of innovation, spotlighting the exceptional work of NHS Project and Change professionals. In this article, we delve into the key elements that prospective speakers should include in their presentations. We will highlight the importance of showcasing collaborative problem-solving, tools and processes, lessons learned, and the real-world benefits of their projects.

**Case Study Presentation** (Approximately 100 words):

First and foremost, a compelling case study is the cornerstone of an impactful presentation. Speakers should offer a deep dive into a specific project they have delivered within the NHS. This project should ideally address a significant challenge or issue currently faced by the healthcare system. Sharing the backstory, context, and objectives is crucial to engage the audience.

**Collaborative Problem-Solving** (Approximately 100 words):

Collaboration is at the heart of effective change in the NHS. Speakers should emphasise how they worked alongside a team or partners to tackle the problem at hand. Sharing how they facilitated cooperation, harnessed diverse expertise, and navigated organisational complexities will provide valuable insights into the collaborative aspect of healthcare transformation.

**Tools and Processes** (Approximately 100 words):

Successful projects require the right tools and methodologies. It is vital for speakers to explain the tools, processes, and strategies they employed to achieve success in their NHS project. Whether it's innovative technology, data analytics, lean principles, or project management methodologies, detailing the toolkit used can inspire others to adopt similar practices.

**Lessons Learned** (Approximately 100 words):

No project is without its challenges. An essential component of the presentation is the sharing of lessons learned. By discussing the hurdles faced and how they were overcome, speakers can provide valuable takeaways for the audience. The NHS is a complex environment, and insights into adapting to change, overcoming resistance, and managing risks are invaluable.

**Beneficial Change** (Approximately 100 words):

Perhaps the most critical aspect is demonstrating the real-world impact of the project on the NHS and its patients. Speakers should provide evidence, such as testimonials, data, or success stories, that highlight the benefits brought about by their project. The ultimate goal of any healthcare initiative is to improve patient outcomes and experiences, and this should be a central theme in the presentation.

**Conclusion** (Approximately 50 words):

In conclusion, our 2024 conference aims to illuminate the outstanding work of NHS Project and Change professionals. By including these key elements in their presentations, our speakers will inspire and inform our audience, paving the way for innovative healthcare solutions. We eagerly anticipate the submission of proposals that encapsulate the collaborative spirit and transformative power of the NHS.

By adhering to these guidelines, our prospective speakers will ensure that their presentations are engaging, informative, and aligned with the conference's goal of promoting collaborative problem-solving, sharing tools and processes, lessons learned, and showcasing the tangible benefits that their projects have brought to the NHS and its patients. These elements will provide attendees with a holistic understanding of the speakers' experiences and insights, leaving them inspired and motivated to make their contributions to the healthcare industry. We look forward to receiving proposals that reflect these essential components and exemplify the exceptional work of NHS Project and Change professionals.