

WHERE THE MIND MEETS THE MOUTH: *CONVERSATIONS ABOUT CARE*

PARTNERSHIP PROPOSAL

A multidisciplinary conference focusing on person-centred care and the consumer experience.

The third in the *Where the Mind Meets the Mouth* conference series, hosted by North Richmond Community Health.


where the mind
meets the mouth



north richmond
community health

Wulempuri - Kertheba

CONVERSATIONS ABOUT CARE

Where the Mind Meets the Mouth events bring leaders from the health, public, private, community and consumer sectors together to share knowledge, for a healthier future. Our goal is to improve whole-person care through strengthening and building networks that will innovate and gather evidence.

Where the Mind Meets the Mouth began as a conference in 2015, hosted by North Richmond Community Health. The conference aimed to explore how issues like family violence, drug use and mental illness related to oral health.

Our 2016 conference, *Putting the Mouth Back into the Body*, followed. These conferences resulted in new connections, new information, dozens of resources and a wealth of new ideas.

New knowledge generated from the series has produced improvements in our practice and led to the creation of a national research group, dedicated to innovation in interdisciplinary care, led by North Richmond Community Health.

A CONFERENCE EXPLORING:

Innovation in consumer experience

Integrated care

Client-led practice

Industry disruption

The future of healthcare

Person-centred care

A partnership with *Where the Mind Meets the Mouth 2018* provides your organisation with the opportunity to engage with stakeholders across healthcare and beyond, in a unique event.

Genuine client-centred care is the future of health. By making a financial or in-kind contribution to *Where the Mind Meets the Mouth 2018*, partners can align themselves with innovative leaders in health, management, design and consumer advocacy.

SOME OF THE BENEFITS OF PARTNERSHIP:

- build your profile as an innovative organisation through comprehensive media and social media coverage from North Richmond Community Health
- tailored digital content for your organisation produced by North Richmond Community Health's communications team
- promote your company's products and services to a wide audience
- showcase your thought leadership as part of our *Meeting of the Minds* program
- engage our speakers for keynotes, workshops and other special events with your teams, clients and other stakeholders
- develop your strategic networks with both health service providers and consumers.
- access to the event and its content for members of your organisation.

OUR AUDIENCE

Our conferences attract a diverse mix of clinicians, policy makers, researchers and managers in the health sector. Both 2015 and 2016's conference sold out, with delegates from organisations including:

Australian Unity	RMIT
Victorian Healthcare Association	Northeast Health
Dental Health Services Victoria	AHPRA
University of Melbourne	Healthy Bite Dental
Tasmanian Government	Sunraysia Community Health Services
cohealth	Link Health and Community
Inner South Community Health	Wimmera Health Care Group
Merri Health	Australian Dental and Oral Health Therapists Association

Delegates provided overwhelmingly positive feedback. The majority of survey respondents rated the conference 9 or 10 out of 10, and reported that the conference was:

"Very relevant, informative, innovative and comprehensive."

"Inspiring and informative. Excellent information for developing frameworks for a collaborative approach."

"Motivating!"

At Conversations About Care, our audience will include health professionals from throughout the sector. With a core onsite audience of 160, the conference will reach far more through planned webinars, satellite events and social media.

To watch a video with audience feedback from last year's event, go to our website: www.wheremindmeetsmouth.com.au.

PREVIOUS PARTNERS & SPONSORS

Our 2016 and 2015 events were supported by organisations including:

Colgate	Deakin University
Choose Tap	Dentavision
Merri Health	Blue Lion
Australian Imaging	Henry Schein Halas
Dental Health Services Victoria	Digital Print HQ

PARTNERSHIP OPPORTUNITIES

Tailored partnership packages are available to suit your organisation. To find out more about partnership opportunities, please contact Dr Rachel Martin at rachelm@nrch.com.au.

\$ CONSUMER PARTICIPATION PARTNERS

Give consumers a voice by sponsoring their participation in the event. With a financial investment, present a video to our audience. Leverage your participation with custom digital content produced by North Richmond Community Health's communications team.

\$ LEADERSHIP PARTNERS

With a financial investment, present to our audience and enjoy a facilitated conversation with key stakeholders in our Meeting of the Minds program. Leverage your participation with custom digital content produced by North Richmond Community Health's communications team.

\$ SESSION PARTNERS

Receive naming rights to a session in our program and contribute a video presentation.

\$ FOUNDING PARTNERS

Continue your support that made our conference series possible. With a financial contribution, present a video to our audience. Leverage your participation with custom digital content produced by North Richmond Community Health.

\$ INNOVATION PARTNERS

With a financial contribution, support the research and innovation that comes from our conference series, aimed at improving care and health outcomes. Promote your organisation with your logo on our website.

\$ MEETING OF THE MINDS PARTNERS

With a financial contribution, sponsor *Meeting of the Minds*, an interactive session which will bring together consumers, speakers and professionals. Present a short video and receive custom digital content.

\$ SUPPORTING PARTNERS

With a financial investment, exhibit your products and services during the conference.

MEDIA PARTNERS

Make an in-kind donation of advertising space and promote your organisation with your logo and a link to on our website.

SUPPLIER PARTNERS

With a donation of catering, venue space or collateral materials, promote your business to a new audience.

Partnership package	Contribution	Entitlements				
		Two conference tickets	Custom digital content	Video presentation	Exhibition space	Logo and link on website
Consumer participation	\$ 10,000+		✓	✓	✓	✓
Leadership	\$ 5,000		✓	✓		✓
Founding	\$ 5,000			✓		✓
Session	\$ 1,500			✓		✓
Supporting	\$ 1,000				✓	✓
Innovation	Open					✓
Meeting of the Minds	\$ 5,000	✓	✓	✓		✓
Media	 In-kind: promotion					✓
Supplier	 In-kind: supplies					✓

PARTNERSHIP ENTITLEMENTS

Partnering with our conference provides your organisation with unique opportunities to raise your organisation's profile.

TWO CONFERENCE TICKETS

Receive a two tickets to the full two-day program for your team members. A great opportunity to network, learn and share your insights.

Available with:
Meeting of the Minds package

CUSTOM DIGITAL CONTENT

Receive a 500 word custom online articles, created by our expert communications team. The article will appear on our website, be promoted through our email campaigns and on social media, and be available to include in your digital presence. A unique opportunity to promote your products, display your sector knowledge and reach your target audience.

Available with:
Consumer Participation package
Leadership package
Meeting of the Minds package

VIDEO PRESENTATION

Prepare a 5 minute video presentation for the onsite audience at *Conversations About Care*. Demonstrate your expertise, promote your products and connect with your audience.

Available with:
Consumer Participation package
Leadership package
Founding package
Meeting of the Minds package

EXHIBITION SPACE

Have an exhibition space in our venue. Display your products in a high-traffic area, and engage directly with your core audience.

Available with:
Consumer Participation package
Supporting package

LOGO AND LINK ON WEBSITE

Display your logo and a link to your organisation's site on our conference website, wheremindmeetsmouth.com.au.

Available with: *All packages*

WANT TO LEARN MORE?

If you'd like to learn more about how to partner with Where the Mind Meets the Mouth, contact Dr Rachel Martin: rachelm@nrch.com.au.

If you'd like to learn more about our conferences, go to our website: www.wheremindmeetsmouth.com.au.

If you'd like to learn more about North Richmond Community Health, go to our website: nrch.com.au.

You can also follow us on Facebook: facebook.com/NRCHAustralia

Or on Twitter: [@nrch_Aus](https://twitter.com/nrch_Aus)

