



The Northern NHS  
**FACILITIES MANAGEMENT TRAINING ADVISORY GROUP**

Present a one-day conference on:

# **MARKETING**

## **“Being Better than the Rest”**

to be held on

**THURSDAY, 16<sup>TH</sup> JULY 2009**

at

**PRESTON MARRIOTT HOTEL,  
Garstang Road, Broughton,  
Preston, Lancashire, PR3 5JB**

Marketing is new to the NHS, and it is now high on every Trust's agenda as they compete to attract patients to choose their facilities, as securing patient loyalty is critical to business success. Estates and Facilities services play an important role when patients are selecting the hospital or GP surgery for their treatment, as it is often our services that provide patients with the important first impressions.

Given the financial outlook facing the public sector in the near future, Trusts will also be investigating ways to generate additional income through marketing their facilities and making use of any surplus capacity.

The aim of this event is to provide delegates with: an understanding of marketing within the NHS and its importance; to provide information on the development of marketing strategies; and the importance of communication and the role the media can play.

Speakers will also provide practical examples on how services can be “sold” to increase business and how we can work with other sectors of the hospitality industry to learn from them about their strategies and techniques.

**THIS CONFERENCE WILL BE OF SPECIAL INTEREST TO DIRECTORS AND ASSOCIATE DIRECTORS OF ESTATES AND FACILITIES, HOTEL SERVICES AND CATERING MANAGERS.**

**WE ARE EXPECTING THIS CONFERENCE TO BE EXTREMELY POPULAR. RESERVE YOUR PLACE NOW**

**The cost of attending the conference is £100.00 per person.**

**This includes attendance at the conference, course handouts, coffee/tea on arrival, mid morning coffee/tea, 3-course lunch served in Restaurant and afternoon tea/coffee.**

To find out more about our events please visit [www.northerntag.org.uk](http://www.northerntag.org.uk)

## **MARKETING**

**THURSDAY, 16<sup>TH</sup> JULY 2009**

### **PROGRAMME**

9.00am REGISTRATION  
Coffee and Tea

9.30 am **WELCOME AND INTRODUCTION**

**Presenter – Pam Miller**  
Associate Director of Facilities,  
Pennine Acute Hospitals NHS Trust

9.45 am **WHAT IS MARKETING AND  
WHERE DOES IT ADD VALUE TO  
THE NHS?**

**Presenter – Stephen Winterson**  
Director of Marketing and  
Communications, Countess of  
Chester Hospital NHS Foundation  
Trust

10.30 am **VISION, VALUES AND  
CORPORATE BRAND IMAGE**

**Presenter – Robert McEwan**  
Executive Director of Operations and  
Business Development, County  
Durham & Darlington NHS  
Foundation Trust

11.15 am Mid Morning Coffee and Tea

11.30 am **FACILITATING PATIENT  
CHOICE AT THE HULL AND EAST  
YORKSHIRE HOSPITALS NHS  
TRUST**

**Presenter – Tim Horne**  
Head of Marketing, Hull and East  
Yorkshire Hospitals NHS Trust

**Presenter – Pauline Lewin**  
Director of Estates and Facilities,  
Hull and East Yorkshire Hospitals  
NHS Trust

12.15 pm 3-COURSE LUNCH SERVED IN THE  
RESTAURANT

1.15 pm **ASSET MANAGEMENT AND  
PATIENT CHOICE**

**Presenter – Steve McGuire**  
Director of Capital, Estates and  
Facilities, Guy's and St Thomas' NHS  
Foundation Trust

2.00 pm **MEDIA AND MARKETING LINK**

**Presenter – Fin McNicol**  
Director of Communications, Aintree  
University Hospitals NHS Foundation  
Trust

2.45 pm Afternoon Coffee and Tea

3.15 pm **MARKETING FROM WITHIN**

**Presenter – David Bedwell**  
Assistant Director, Health Facilities  
Scotland, NHS National Services  
Scotland

4.00 pm **CLOSING REMARKS**

**SAFE JOURNEY HOME**

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### **ABOUT THE SPEAKERS**

#### **PAM MILLER**

Associate Director of Facilities, Pennine Acute Hospitals NHS Trust

Pam Miller studied at University College, Cardiff, and graduated with a BSc Hons degree in Institutional Management. Her career to date has been spent in the NHS, firstly in Wales, then in Yorkshire until 6 years ago when she headed west of the Pennine's to the newly merged Pennine Acute NHS Trust. She has held a number of management positions during her career primarily focussing on catering but latterly expanding her role within facilities management. She currently holds the post of Associate Director of Facilities at the Pennine Acute NHS Trust, with responsibility for the management of a wide range of facilities support services as well Procurement and Occupational Health and Emergency Preparedness over 4 large hospital sites. Pam also spent 6 months seconded to NHS Estates, in 2001, to work on the Better Hospital Food project and has been involved at national level in the Hospital Caterers Association and Hefma. Pam held the position of National Chairman of the Hospital Caterers Association for two years up until April 2002 and still sits on the council of the Association.

#### **STEPHEN WINTERSON**

Director of Marketing and Communications, Countess of Chester Hospital NHS Foundation Trust

Stephen joined the NHS in 2007 after spending over a decade in a variety of marketing management and director roles in Financial Services, Mail Order and Home Improvements. He is a member of the Chartered Institute of Marketing, a Chartered Marketer and is involved with the CIM NHS Advisory Group. Stephen is currently responsible for driving the development and delivery of the Trust's marketing and communications agenda, with an emphasis on patient experience and stakeholder engagement. In his spare time he is studying for an MBA and has been known to swing a golf club, with limited success.

#### **ROBERT McEWAN**

Executive Director of Operations and Business Development, County Durham & Darlington NHS Foundation Trust

Robert McEwan is the Executive Director of Operations and Business Development at County Durham & Darlington NHS Foundation Trust. He has a PhD in Epidemiology and Public Health and a Masters in Business Administration. Robert has 17 years NHS experience at regional and district level and latterly in acute Trusts in Yorkshire. He was previously Director of Operations at Papworth Hospital NHS Foundation Trust where he had executive lead responsibility for performance, planning and delivery of all clinical services.

#### **TIM HORNE**

Head of Marketing (Business Development & Strategy), Hull and East Yorkshire Hospitals NHS Trust

Tim has spent over 24 years in commercial sales and marketing roles. Before joining Hull and East Yorkshire Hospitals NHS Trust he had oiled the joints of millions of the UK population as Head of Marketing for Seven Seas Cod Liver Oil and many of their other brands. A biologist by training, early management experience with British Home stores and medical selling with Boehringer Pharma eventually led to membership of the Chartered Institute of Marketing and a career in Brand Management. In a new role at the Trust and in a modern NHS where patients and GPs are the new consumers whose choices will ultimately mean the successful

future of any trust, we have set about targeting their needs and understanding what can make their patient experience a positive one.

#### **PAULINE LEWIN CHSM, MBA**

Director of Estates and Facilities, Hull and East Yorkshire Hospitals NHS Trust

Pauline Lewin is a Director of Facilities with over 30 years experience in the NHS in both Community and Acute setting. She has been in Facilities Management for 15 years. Pauline's main interest is improving the patient experience through initiatives such as improving the patient environment and working with infection control colleagues to reduce the risk of Healthcare Associated Infections. She is very keen to develop the sustainability agenda working with other large organisations in Hull and East Yorkshire. She is a full member of the institute of Health Services Management, member of the Sheffield Hallam University Facilities Management Unit Steering Group and is also on the Estates and Finance committee at the University of Hull.

#### **STEVE MCGUIRE**

Director of Capital, Estates and Facilities, Guy's and St Thomas' NHS Foundation Trust

Steve McGuire joined the Trust as its first Director of Capital, Estates and Facilities in January 2003 from the Leeds Teaching Hospitals NHS Trust where he was Director of Property and Support Services. Steve joined the NHS in 1992 and has been Director of Facilities at both Leeds Health Authority and St James and Seacroft NHS Teaching Trust. Previously Steve worked for the British Coal Corporation where he held a variety of posts. He is a Chartered Mining Engineer.

#### **FIN McNICOL**

Director of Communications, Aintree University Hospitals NHS Foundation Trust

Fin McNicol is Director of Communications for Aintree University Hospitals NHS Foundation Trust, which provides district general hospital services to 300,000 residents in Merseyside, and tertiary services to patients from across the region. Fin has spent the last seven years in NHS PR, working both for Acute and Primary Care Trusts. Initially a journalist on weekly and evening newspapers, Fin has worked for PR agencies and also the Government regional press office network. He is a Member of the Chartered Institute of Public Relations.

#### **DAVID BEDWELL**

Assistant Director, Health Facilities Scotland, NHS National Services Scotland

After leaving catering college David joined the Grosvenor Hotel in Chester as a Commis Chef. On completion of his apprenticeship David joined their General Managers training programme, which he completed in 1976. He held a number of management positions within Trust Houses Forte Hotels and the Grosvenor Hotel group. In 1986 David opened and ran his own country house hotel which he sold to a hotel chain in 1988. At this point David changed his career and joined the British army as an officer and served in the UK, Germany, Canada and the Gulf. David left the services in the rank of Major and joined Nuffield Hospitals as Hotel Services Manager. He has held a number of positions within the private sector including Regional Operations Manager with Compass, Estates and Facilities Manager with Ashbourne Homes and Commercial Director with Initial Hospital Services. David joined Health Facilities Scotland in May 2007 as Assistant Director Health Facilities Scotland with responsibility as the lead for all Facilities Services throughout Scotland.

**MARKETING**

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**APPLICATION FORM**

*Please photocopy this form if you wish to register more than one delegate or to retain the information*

Surname: .....

First Name(s):.....

Job Title:.....

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Email:.....

Organisation:.....

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Telephone:.....

Address:.....

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Payment - Please state name and address where invoice should be sent:

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Once you have a confirmed place, cancellations will be refunded on the following scale:

Cancellation more than 4 weeks prior to conference = 90 per cent refund

Cancellation more than 2 weeks prior to conference = 50 per cent refund

Cancellation less than 2 weeks prior to conference = NO REFUND

However, a substitute delegate may be named at any time before the conference.

Please Note - Although every attempt will be made to adhere to the published programme, the TAG reserves the right to make changes to the speakers or programme should this be necessary.

**VENUE:**

Preston Marriott Hotel,  
Broughton Suite,  
Garstang Road,  
Broughton,  
Preston,  
Lancashire, PR3 5JB

**By road**

Leave the M6 at Junction 32 onto the M55 and then immediately take Junction 1. Follow the A6 northbound towards Garstang and the hotel is approximately half a mile on the right.

**By rail**

The nearest mainline station is Preston (approximately 4 miles).

**DETAILED LOCATION MAP WILL BE SENT TO DELEGATES ALONG WITH CONFIRMATION OF BOOKING**

**TO RESERVE A PLACE**

Please complete this application form and send to:

Samantha Landon  
Department of Learning and Development  
North Lancashire Teaching PCT  
Trust Offices  
Derby Road  
Wesham  
Preston, PR4 3AL.

(Telephone Number: 01253 306415)

**OR, COMPLETE AND FAX THE APPLICATION FORM TO:**

Samantha Landon  
DEPARTMENT OF LEARNING AND DEVELOPMENT

**Fax Number: 01253 657199**

**CONFERENCE FEE**

**The cost of attending the conference is £100 per person**

Conference fee to include: attendance at the conference, course handouts, coffee/tea on arrival, mid-morning coffee/tea, 3-course buffet lunch and afternoon tea/coffee.

**We are expecting this conference to be fully subscribed. If you wish to attend, please complete and send in as soon as possible.**