

The International Health Insurance Forum 2020

West Africa event

1 – 3 April

Labadi Beach Hotel

Accra, Ghana

Accessibility, affordability and sustainability

How the African insurance sector can broaden the reach of universal healthcare

Welcome to an approach for Africa

The art of good conference production

Over the last decade I have attended and spoken at health insurance conferences around the globe. Some were good but many were not so good.

The art of good conference production relies upon relevant content, engaging speakers, first class facilities and ensuring the event not only educates and informs the audience but provides value for money.

Beyond that, it should offer great networking and be an enjoyable experience for all involved.

There have been few, if any, events in Africa dedicated to health insurance as a health system financing tool. We are changing that.

Our events so far

We produced our inaugural event in Dubai in September last year. This was aimed at both the Middle East and African markets. The success of this first event led us to produce an event in Nairobi, Kenya, in April this year dedicated to the sub-Saharan African health insurance market.

This 2020 West Africa event will focus on attracting speakers and delegates from both English and French speaking West African countries and will offer simultaneous translation.

Our format

We believed that a new format was required to bring alive health insurance conferences in sub-Saharan Africa and make them relevant to Africa. We believe that smaller, more intimate events offer greater, more valuable networking and knowledge transfer opportunities. We have seen this format succeed at a number of events in Europe over the last two years.

Whilst the themes should be relevant to the region, speakers should have global experience to bring insights from other parts of the world.

We have retained the 2-day format on the basis that many of our audience and speakers will be travelling to the forum from overseas. The event needs to offer a breadth of content that would justify the travelling time.

Importantly, this is a “how to do” not “what to do” event.

A different calibre of speaker

Many of our speakers will have experience of speaking at conferences around the globe and will generally be high level executives who can bring their globally acquired experience to our audience.

We can learn from speakers who not only have international experience but who have experience of markets with different challenges. For example, the opportunity for knowledge transfer between speakers from outside the region and West African based delegates is enormous.

Why Ghana?

Our first International Health Insurance Forum held in Dubai in September 2018 was targeted at delegates from both the Middle East and Africa and succeeded in attracting delegates and speakers from several African countries. However, to attract more delegates from sub-Saharan Africa it is clear that we must produce events specifically for Africa, in Africa. The reasons are clear: a more affordable cost for delegates and an opportunity to tailor the content for local markets.

Whilst our first Africa event was held in Kenya in April, we will now offer separate events for the Eastern and Western regions of the continent. Ghana is our chosen venue for our first West Africa event.

The audience

We have also aimed to attract a far more international and senior audience that will provide more valuable networking opportunities rather than those provided by the traditional delegate profile.

We expect the forum to be attended by insurers and reinsurers, intermediaries, regulators, IT firms and telcos and hopefully some healthcare providers.

I hope our approach will inspire you!

Robin Ali
Head of Program Content
International Health Insurance Forum

Speaking opportunities

Only the best

As described in the introduction, our aim is to make this a truly international event with high calibre speakers who can bring global experience to an audience of high level international and regional delegates.

We already have a large bank of quality speakers whom we are approaching to invite to speak. However, we also want to reach out to our other insurance market contacts to invite applications or suggestions for speakers.

We welcome offers to speak on any of the sessions in the draft program. Please feel free to contact us directly by email to [Speaking Opportunities](#) to either propose yourself as a speaker or to suggest a colleague from your organisation.

Funding arrangements

In order to keep event ticket costs down we are not able to fund speakers in terms of time, travel or accommodation. But on the other hand (and contrary to what is becoming a common but in our view unwelcome practice) we do not ask speakers to pay for the privilege of speaking at our events. Your attendance at the event will be complimentary and we hope that the reward for taking the time to speak at our event will be found in the benefits and networking to be had by appearing in front of and showcasing your company to what will be a quality audience.

Terms of engagement

We expect speakers to deliver informative presentations relevant to the topic. We do not wish speakers to use the opportunity to promote their own company's services other than by way of a single, final slide. If your company would like to speak on a particular session AND promote its services we will charge a speaking fee commensurate with the degree of self-promotion contained within the presentation but with a minimum fee of 2,500 USD (not applicable to the Lead Sponsor speech).

Terms of acceptance

For each speaker application we will work directly with the applicant to agree the general theme and content of the session. However we will then largely give selected speakers the freedom to produce their own presentation

Specifications and content

We will liaise with selected speakers well in advance regarding format and content of presentations.

Sponsorship opportunities (20% discount available until 29 February)

Our approach to sponsorship is to keep packages simple, affordable and financially transparent with clear benefits for sponsoring companies. We also try to accept sponsorship requests from no more than one or two companies in any particular area of business in order to preserve a degree of exclusivity. However, we recognize that many delegates welcome access to different companies' products and services so we always try to strike a balance between exclusivity and the opportunity for delegates to be informed of the products and services available.

We welcome applications for sponsorship from the following:

- Insurance and reinsurance companies
- Claims administrators
- Insurance brokers
- Healthcare providers
- Pharmaceutical companies
- International Assistance companies
- Employee Assistance Program providers
- Insurance media companies
- Technology companies
- Ratings agencies
- Professional associations

	Lead sponsor	Sponsor	Dinner sponsor	Supporting organisation	Prior evening reception sponsor	Translation sponsor	Lunch sponsor	Exhibitor
Logo on event brochure and screen wallpaper	3x standard size	2x standard size	1.5x standard size	Standard size	Standard size	Standard size	Standard size	Standard size
Logo on electronic marketing materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary delegate passes	Ten	Five	Four	Three	Three	Three	Three	Two
Lead sponsor speaking slot	Yes, Morning of Day One							
Space for pop-up stand/banners	Pop-up stand and 2 roll up banners	Pop-up stand	Pop-up stand or 2 roll-up banners	2 roll-up banners at exhibition table	4 roll-up banners at evening reception	2 roll-up banners at exhibition table	4 roll-up banners in lunch area	One roll-up banner at exhibition table
Exhibition hall table	Three standard size	Two standard size	Two standard size	One standard size	One standard size	One standard size	One standard size	One standard size
Display of marketing materials	On exhibition hall table	On exhibition hall table	On exhibition hall table	On exhibition hall table	At evening reception	On exhibition hall table	On lunch tables	On exhibition hall table
Package price (USD)	9800	6115	4250	3270	3270	2900	4095 Day 1 2725 Day 2	1900

If a potential sponsor is keen to suggest a tailored package we are happy to discuss content and cost.

Dinner sponsor: In order to keep the dinner an intimate and informal affair and to avoid an open-ended liability we will restrict numbers attending to speakers, dinner sponsor staff and a maximum 25 delegates who will qualify to attend the dinner free of charge on either a first booked basis or by selection of the dinner sponsor. This should total no more than 40 people in all.

We will provide a written sponsorship agreement to each successful sponsor. Note that all rates are exclusive of any local taxes that may apply.

20% discount available on the above rates where a sponsorship agreement is signed and payment received **before 29 February 2020**

Venue

The Labadi Beach Hotel, Accra, Ghana

Ideally located within the Accra area, set amidst tropical landscape gardens and boasting Accra's only private hotel beach, The Labadi Beach Hotel is a regular award winning hotel.

Just 9km from Kokota International Airport and 9km from the central business district this is an ideal venue for a high level and professional yet intimate gathering of individuals and companies committed to improving access to affordable healthcare in Western Africa.



Conference facilities

Our event utilizes the Omany Conference Centre which can accommodate our target audience of up to 120 delegates, sponsors and speakers. The exhibition area will be outside the main conference room and will also serve as the refreshments area. Lunch will be served in The Akwaaba Restaurant.



Main conference room



Registration and foyer area



Akwaaba Restaurant



Prior evening reception venue

Registration details

Ticket prices are as shown below. The price includes:

- Attendance at the two main conference days (except where a One Day package is selected)
- Invitation to attend the complimentary prior evening food and drinks reception on 6 November at the poolside Terrace Bar
- All refreshments and lunch on both conference days
- Access to speaker presentations after the event

Standard ticket price	550 USD pp
25% early booking discount price	413 USD pp (subject to registration and payment before 31 January)
15% early booking discount price	468 USD pp (subject to registration and payment before 29 February)
25% group discount price	413 USD pp (for a single booking for 3 or more delegates working in the same company)
40% limited availability discount price	330 USD pp available to the first 20 people to book. No time limit but closes automatically after the 20th booking. No refund available, substitute delegate allowed.
50% discount for NGOs and not for profits	275 USD pp (maximum 2 delegates per organisation and subject to agreement with the forum producer)
Special one-day package	Attend either day for just 275 USD (includes attendance at the prior evening reception)

Accommodation

Accommodation is available at the venue, The Labadi Beach Hotel, Accra, Ghana where we have obtained special rates.

Registration and payment

There is a secure online registration and credit card payment facility available through our event ticketing agency and accessible at our website www.ihif.global.

There will be no need for you to email or fax your credit card details. We can also accept payment by direct bank transfer in USD.

Cancellation

Should a paying delegate wish to cancel we will accept a substitute delegate. Otherwise we will provide refunds on the following basis:

Cancellation before 1 February	80% refund
Cancellation from 1 February and before 1 March	40% refund
Cancellation from 1 March onwards	No refund
Full cancellation of group booking	As above schedule
Partial cancellation of minimum group booking (3 delegates)	Substitute delegate only