



GS1 UK Healthcare Conference media toolkit

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1. Welcome to your media toolkit

Thank you for joining us for the 7th [GS1 UK Healthcare Conference](#).

Your support and participation helps healthcare providers, and medical device and pharmaceutical manufacturers and suppliers, with implementing GS1 standards and Scan4Safety.

To highlight your involvement in the event, we've developed a range of supporting materials and copy to showcase your involvement – introducing your GS1 UK Healthcare Conference media toolkit.

We hope you find this useful and thank you once again for joining us.

2. Creating your own email and social

Useful information to help build your own copy

For creating your own email or social posts promoting your involvement in the conference, here's some highlight information you may want to consider including:

- Registration link: <https://hubs.la/Q037-LrX0>
- Your involvement – why your organisation is supporting/partnering/exhibiting the event (link in with Scan4Safety and your organisation's role in driving Scan4Safety adoption)
- Your stand number – where to find you on the day
- What you are most looking forward to
- Some key topics and speakers relevant to your contact/client base to highlights
- Offer: Use the code **GS1UKHC10** at check out to get 10% off your ticket* (see below)
- Event statistics:
 - 10 hours' worth of CPD-accredited content
 - 50+ speakers
 - 40+ sessions
 - 40+ sponsors/exhibitors
 - 400+ attendees
- Key [event themes](#) (centred on Scan4Safety 4Ps) / [agenda](#)
 - Patient safety and interoperability
 - Product traceability and sustainability
 - Location identification and efficiency
 - Engagement and implementation
- Organisations speaking (examples include:)
 - Department of Health and Social Care
 - Medicines and Healthcare products Regulatory Agency
 - NHS Supply Chain
 - NHS England
 - European Medicines Agency
- [Networking events](#)
 - Day one evening drinks reception, **sponsored by AdviseInc**
 - Day two afternoon tea buffet at the House of Lords, **supported by The Baroness Sugg CBE**

* This code is to be shared with/used by clients or members of partners/sponsors/exhibitors/media partners/supporters of the GS1 UK Healthcare Conference 2025. Please do not share this code on social media.

3. Social media

Social media amplification

Social media tags

Be sure to tag us in your posts so we can like and comment on your posts too.

LinkedIn

GS1 UK: <https://www.linkedin.com/company/gs1-uk>

Twitter

GS1 UK healthcare: https://x.com/gs1uk_hc

Instagram

GS1 UK: <https://www.instagram.com/gs1uk>

Other accounts to tag: @scan4safety (link: <https://x.com/scan4safety>)

Event tag line: Safer, smarter, connected healthcare

Event hashtags: #HC25 #bettercarecostsless

Other relevant hashtags to choose from: #GS1standards #Scan4Safety #digitalhealth #traceability #patientsafety #data #standards

Social media assets

You can use your relevant social media cards in the media toolkit provided. There are also conference logos you can use with the font file also added in case needed. If you are using or creating your own social media assets, please use the white logo on any colour backgrounds. The colour logo can be used on any light or white backgrounds.

Join our GS1 UK moments

To amplify the conference, its sponsors, exhibitors, supporters, and speakers, we are planning not one, but two, GS1 UK moments as part of the campaign.

Save these dates in your calendars and post your chosen conference message at a time “in the moment” that suits you.

1. Four weeks out: **Tuesday 1 April 2025** – between 11:00am and 1:00pm
2. Two weeks out: **Monday 14 April 2025** – between 2:00pm and 4:00pm

We'll be sharing content and showcasing the conference across our channels throughout. However, on these days, we'd love everyone to post over the same two-hour period. Make some noise across your channels and shout about the conference with your own unique message.

Example copy to help you get started

Example 1 email: Introducing the GS1 UK Healthcare Conference

Subject line: *Join us at the GS1 UK Healthcare Conference 2025*

Preview text: *Now in its 7th year, the GS1 UK Healthcare Conference brings together senior NHS leaders, regulators, policymakers, and GS1 members and partners.*

[Dear/Hi] [XXXX],

We are excited to announce that tickets are available for the **GS1 UK Healthcare Conference** on **29-30 April 2025 at QEII Centre, London**.

Now in its 7th year, the conference and exhibition serves as a platform for healthcare stakeholders to come together to discuss the latest policy, strategy, and practical implementations of GS1 standards and Scan4Safety.

With **10 hours' worth of CPD-accredited content, 50+ speakers, and 40+ sessions** to look forward to, this year's event will be one not to miss.

Register: <https://hubs.la/Q037-LrX0>

Key themes centre on the foundations of Scan4Safety – the 4Ps – person, product, place and process. Each will be reflected across the conference sessions and stages:

- Patient safety and interoperability
- Product traceability and sustainability
- Location identification and efficiency
- Engagement and implementation

Join us to explore key challenges, share valuable insights, and network with hundreds of professionals from across the healthcare landscape.

Secure your place: <https://hubs.la/Q037-LrX0>

Use the code **GS1UKHC10** at check out to get 10% off your ticket.

N.B. Please note, this text is not to be included in the email copy. This code is to be shared with/used by clients or members of partners/sponsors/exhibitors/media partners/supporters of the GS1 UK Healthcare Conference 2025. Please do not share this code on social media.

We look forward to seeing you there.

[Signed off]

Example 2 email: Join us at the conference

Subject line: *Your invitation to join us at the GS1 UK Healthcare Conference*

Preview text: *Join us driving safer, smarter, connected healthcare at the GS1 UK Healthcare Conference on 29-30 April.*

[Dear/Hi] [XXXX],

We are delighted to be [supporting/exhibiting at/sponsoring/] the **upcoming GS1 UK Healthcare Conference** taking place on **29–30 April 2025 at QEII Centre, London**.

The adoption of GS1 standards and Scan4Safety continues to expand across the UK. Today, more than 40% hospitals in England are scanning at the point of care, national Scan4Safety programmes have been launched in both Scotland and Wales and Northern Ireland are exploring the use of GS1 standards as part of their national asset tracking programme.

We've seen the benefit of adopting GS1 standards and Scan4Safety has to offer – improving patient safety, driving operational efficiencies, releasing time to care, and making valuable financial savings that can be reinvested back into patient care.

We are keen to drive and amplify the adoption of GS1 standards and Scan4Safety to drive safer, smarter, connected healthcare for all. With more than 400 attendees set to join the event, the conference offers the perfect platform to find out more.

As our valued [clients/members], GS1 UK are offering a 10% discount off your ticket to attend and we would love to have you join us.

Simply use the code **GS1UKHC10** at check out to make the most of the offer.

N.B. Please note, this text is not to be included in the email copy. This code is to be shared with/used by clients or members of partners/sponsors/exhibitors/media partners/supporters of the GS1 UK Healthcare Conference 2025. Please do not share this code on social media.

Book your tickets: <https://hubs.la/Q037-LrX0>

There are 10 hours' worth of CPD credits up for grabs for your learning and development portfolio too, plus there's plenty of time for networking and collaboration in between with not one, but two, [networking events](#) you can join.

We look forward to seeing you there.

[Signed off]

Example 3 email: Agenda highlights

Subject line: *GS1 UK Healthcare Conference: Safer, smarter, connected healthcare*

Preview text: *Save the date. Join us in April alongside senior leaders from across the healthcare sector.*

[Dear/Hi] [XXXX],

We are delighted to be supporting/exhibiting at/sponsoring/ the **upcoming GS1 UK Healthcare Conference** taking place on **29–30 April 2025 at QEII Centre, London**.

With more than 10 hours of CPD-accredited content, 50+ speakers and 40+ sessions, the conference will bring you a diverse range of healthcare speakers; each sharing their insights on the latest developments in the industry.

Five sessions you don't want to miss

1. Safety first: a ready-made solution to help reduce NHS Never Events with Dr Henrietta Hughes OBE, **patient safety commissioner for England**
2. Unique identification of products: answering the national call for improved product traceability with Sara Ford, executive director for strategy, marketing and change, **NHS Supply Chain**
3. Breaking down barriers to data sharing: the critical need for interoperable electronic patient record (EPR) systems with Andrew Raynes, chief information officer, **Royal Papworth Hospital NHS Foundation Trust**
4. Building the data infrastructure for Medical Technology with David Lawson medical technology and innovation director, **Department of Health and Social Care**
5. Transforming medication safety with a simple scan with Elizabeth Scanlon, scientific communication officer & ePI product owner, **European Medicines Agency**

Save the date in your calendar for **29–30 April 2025** and secure your spot today.

Use the code **GS1UKHC10** at check out to get 10% off your ticket.

N.B. Please note, this text is not to be included in the email copy. This code is to be shared with/used by clients or members of partners/sponsors/exhibitors/media partners/supporters of the GS1 UK Healthcare Conference 2025. Please do not share this code on social media.

Book your tickets: <https://hubs.la/Q037-LrX0>

We look forward to seeing you there.

[Signed off]

Example social posts

N.B. If you plan to use some of the example social posts below to help you get started, please do edit them to add your own unique stamp. That way you can ensure your post stands out in the crowd.

Sponsors/exhibitors/supporters example posts

LinkedIn

I'm pleased to announce that [organisation name] will be [sponsoring/exhibiting at/supporting] the GS1 UK Healthcare Conference on 29-30 April 2025.

The conference is the only event in the UK where you will be able to hear updates on the latest GS1 standards and Scan4Safety progress. It's the perfect opportunity to hear more about what's happening, both in your region and further afield.

Join us on to explore key challenges, share valuable insights, and network with hundreds of professionals from across the healthcare arena.

If you're attending, be sure to connect on the day. Visit us at [stand XXXX].

Secure your spot: <https://hubs.la/Q037-LrX0>

#HC25 #GS1standards #Scan4Safety #bettercarecostsless

Twitter

[organisation Twitter tag] are [sponsoring/exhibiting at/supporting] the @gs1uk_hc conference on 29-30 April 2025.

As the only GS1 standards and Scan4Safety event in the UK, it's the perfect opportunity to hear about the latest progress.

Visit us at [stand XX].

Register: <https://hubs.la/Q037-LrX0>

#HC25 #bettercarecostsless

Speakers example posts

LinkedIn (Formal)

I'm pleased to announce that I will be speaking at the GS1 UK Healthcare Conference on 29-30 April 2025.

I'll be exploring [brief overview of topic].

This is a fantastic opportunity to share Scan4Safety best practice, connect with colleagues, and gain tangible insights to support your own GS1 standards and Scan4Safety implementation journeys.

If you're attending, be sure to connect on the day.

Register to join me: <https://hubs.la/Q037-LrX0>

#HC25 #GS1standards #Scan4Safety #bettercarecostsless

Twitter (Formal)

I'm pleased to announce that I will be speaking at the @gs1uk_hc conference on 29-30 April 2025.

I'll be exploring [brief overview of topic].

If you're attending, be sure to connect on the day.

Register to join me: <https://hubs.la/Q037-LrX0>

#HC25 #bettercarecostsless

LinkedIn (Informal)

Delighted to share that I'll be speaking at the GS1 UK Healthcare Conference on 29-30 April 2025.

I'll be talking about [topic] and look forward to engaging with everyone attending.

If you're attending, do pop by and say hello, it would be great to connect!

Learn more and register at: <https://hubs.la/Q037-LrX0>

#HC25 #GS1standards #Scan4Safety #bettercarecostsless

Twitter (Informal)

Delighted to share that I'll be speaking at the @gs1uk_hc conference on 29-30 April 2025.

I'll be talking about [topic] and look forward to engaging with everyone attending.

Grab your tickets to join me there: <https://hubs.la/Q037-LrX0>

#HC25 #bettercarecostsless