



# *Sponsorship Prospectus* **2022**

**#FuturistForum 2022**

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# GAME Mission and Vision

The Global Alliance for Medical Education (GAME) is a not-for-profit organization that promotes lifelong learning to healthcare professionals interested in activities around the world, including, but not limited to continuing education (CE), continuing medical education (CME), and continuing professional development (CPD), and by fostering programs, standards, and partnerships, leading to quality care for patients and communities.

## *VISION STATEMENT*

To shape the Future of Lifelong Learning in Healthcare world-wide

## *MISSION STATEMENT*

GAME achieves its vision by:

- Engaging global leaders of all stakeholder groups that benefit from lifelong learning in healthcare
- Pioneering future practices to shape knowledge translation in Lifelong Learning
- Addressing barriers and developing solutions for collaboration in lifelong learning

## *ORGANIZATION CULTURE*

Our core values are inclusivity, credibility, integrity and transparency

Please feel free to visit the [GAME website](http://www.GAMEcme.org) for more information:

[www.GAMEcme.org](http://www.GAMEcme.org)

Last updated: 25 May 2022

# GAME Leadership 2021 – 2022

## PRESIDENT

**Celeste Kolanko, MEd**  
Managing Director, Liberum IME  
United Kingdom

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Independent Consultant  
USA

## TREASURER

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Janssen Pharmaceuticals  
Austria

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Canada

**Celine Carrera**  
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Director of Education and Operations,  
SmithBucklin  
USA

## REGIONAL MEETINGS CHAIR

**Vaibhav Srivastava**  
Managing Director  
Insignia Learning India and Middle East  
India, UAE

# Futurist Forum Overview

## 2022 GAME Futurist Forum and Innovathon - Where Innovation is at the forefront!

GAME has run two previous Futurist Forums. Planning started in 2018 for the inaugural 2-day Futurist Forum, which took place live in Budapest, Hungary in October 2019. The specific development process used in educational design of this Futurist Forum was published in JECME, which also included the findings of the experts and attendees. The Futurist and Innovation Committee of GAME, with the COVID pandemic in full swing, developed the totally virtual 2<sup>nd</sup> Futurist Forum, which occurred in May 2021. With a 50% increase in attendance, there remains a lot of interest in the future of medical education. The second forum included a discussion on potential solutions to identified trends and challenges, and these discussions and solutions have directed the educational design for the 2022 Futurist Forum.

The future of lifelong learning (LLL) in healthcare is important to our organization; efforts to understand the trends are continuously ongoing by many professionals and organizations globally. The first two Futurist Forums sought to identify and understand the most important trends and even identified potential solutions. The purpose of the 2022 Futurist Forum is to explore and implement the previously identified solutions in regional “Innovathon” teams (described below). As the world has returned to live meetings, a hybrid meeting was considered, but due to the instructional design, was ruled out as not optimal for attendee engagement. Instead, we are offering a “Blended” learning journey, where we will start off with a live meeting, and then offer attendance to Innovathon teams of interest with regional teams. The regional teams will work independently over 5 to 6 months, and then coming together to share their work and findings in a webinar event in May 2023. All will be managed by regional facilitators, to guide the Innovathon teams and ensure engagement.

As mentioned, the findings from the first Futurist Forum have been published in JECME and are, along with the draft manuscript of the 2<sup>nd</sup> Futurist Forum, the foundation of the themes and solutions that will be implemented in the “Innovathon”. A high-level summary of these publications will be presented to the Innovathon teams as a part of their orientation. The key themes of the 2<sup>nd</sup> Futurist Forum (Futurist Mindset, Technology and Human Touch, and non-traditional collaborations) provided many interesting perspectives from around the globe and how they may or may not impact lifelong learning in healthcare.

### Instructional Design Framework

While the approach taken for the 2022 Futurist Forum is still in full development, it will focus around a learner’s journey, beginning with reengaging the learners with the skill of the futurist mindset. The learners will be encouraged to sign up as teams for a 6 month “Innovathon” based in their region of the world. Based on the idea of a hackathon, regional teams, led by a member of the Futurist and Innovations Committee, will engage each other over a six-month period on selected themes/solutions that resulted from discussion of the

previous Forums. Team and trust building for implementation of these Innovathon teams will start at the in-person Futurist Forum on October 14-15, 2022.

The current environment for lifelong learning in healthcare has changed dramatically over the last two years (2020 – 2021), impacted by the global pandemic. Trends identified during the first Futurist Forum (and published in the manuscript) were accelerated significantly, as institutions and organizations moved to address the needs of learners during a period where social distancing and quarantine necessitated by COVID-19 canceled most live meetings. Virtual meetings via technological platforms became the norm immediately, vis-a-vis the prior 5 to 10 years. Analysis of the virtual meetings showed a significant increase in attendance, particularly by learners in other regions and whom may not have attended due to cost, travel, and/or time requirements. We believe, though, that the world is forever changed and we cannot move back to only live meetings if we want to advance lifelong learning in healthcare. We look to understand innovation in this new reality from the learner’s perspective through brainstorming. What does innovation mean to them, how do they innovate, and what is the most innovative educational activity in which they have participated? Lastly, we want to show how these solutions can accelerate trends for the betterment of lifelong learning in healthcare. Hence, we have moved to the blended learning model, as described above.

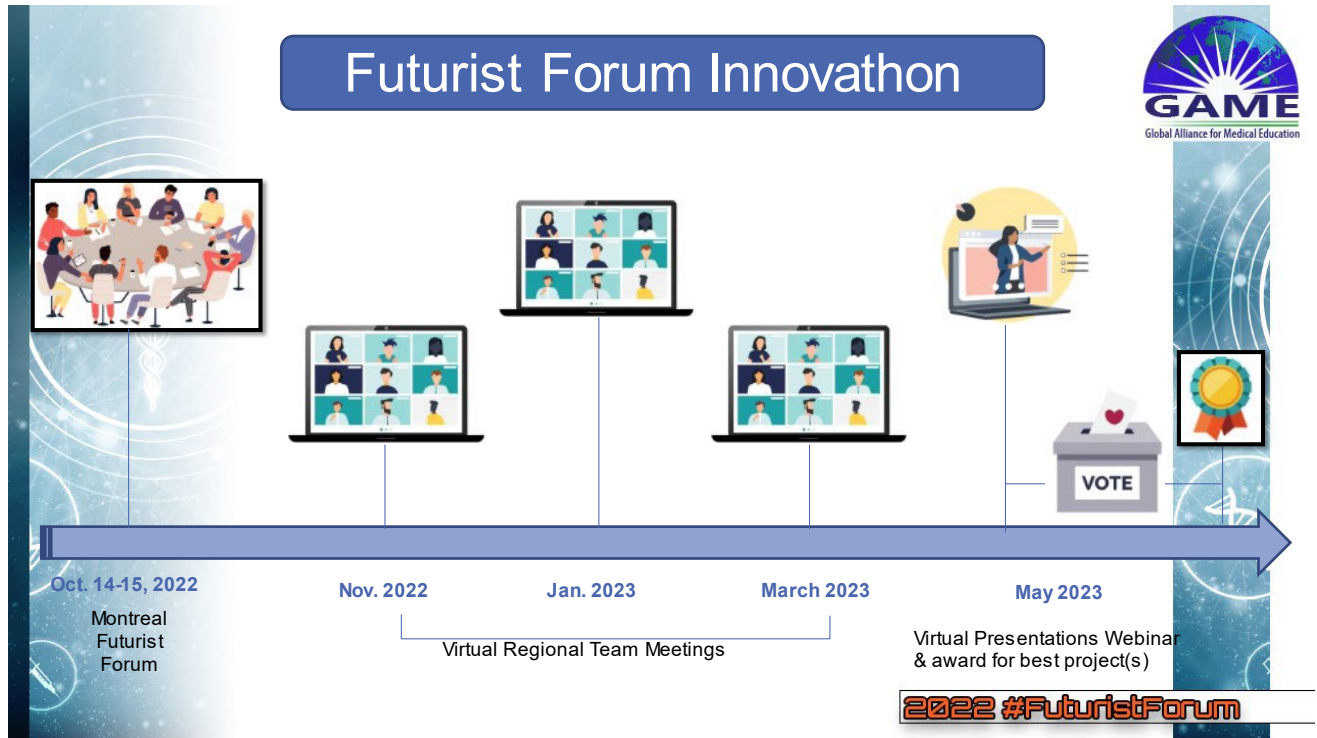
Impact/relevance to the advancement of the field of CME/CPD

Exploring and addressing future trends in lifelong learning in healthcare will help learners develop a futurist mindset and ease the fear of the change that is likely to occur over the next 10 years. Demonstration projects like the Innovathon will help accelerate solutions to identified barriers to change and improve overall outcomes in learning and healthcare. Professionals in Healthcare are notorious for a wait and see attitude, but we believe it is the responsibility of the professionals educating healthcare learners to assist in acknowledgment of future trends and subsequent embracing of the change with concrete solutions.

Timeline of the 2022 Futurist Forum (see graphic next page)

<i>Activity</i>	<i>Launch Date</i>
The GAME Futurist Forum Social Learning and CoP (Continuous)	Ongoing now
GAME 2022 Futurist Forum Meeting (2-days) <i>In-Person in Montreal, Canada. Innovathon Orientation and team building starts</i>	October 14-15, 2022
GAME 2022 Futurist Forum Regional Innovathon meetings (Virtual)	November 2022 through March 2023
GAME 2023 Virtual Meeting – Presentations from the Innovation Implementations	May 2023

While GAME is planning on having a blended forum, with an in-person component in October 2022, we reserve the right to move the Futurist Forum to a fully virtual program.



# Sponsorship Packages

## PLATINUM SPONSOR PACKAGE: \$25,000

### *Recognition Includes:*

- Display of your company logo and a link to your website on the home page of the GAME website, gamecme.org, and on the GAMEFuturistForum.com website.
- Recognition as a Platinum Sponsor of the 2022 Game Futurist Forum on the GAME website, in printed meeting materials used at the live meeting
- GAME announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other GAME followers

### *Benefits Include\*:*

- **STILL AVAILABLE:** Opportunity to host dinner during the Futurist Forum and meet with the GAME Board and Futurist Forum experts\*\*
- Seven (7) complimentary Futurist Forum registrations
- Opportunity to distribute a one-page flyer to all forum attendees
- Includes sponsorship of Futurist Forum bag

\* GAME will work with you to determine which benefits you would utilize

\*\* Expenses for the dinner are not included in the sponsorship amount; first come, first-served, still available.

## GOLD SPONSOR PACKAGE: \$15,000

### *Recognition Includes:*

- Display of your company logo and a link to your website on the homepage of the GAME website, gamecme.org, and on the GAMEFuturistForum.com website.
- Recognition as a Gold Sponsor of the 2022 Game Futurist Forum on the GAME website and in printed materials used at the live meeting
- GAME announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other GAME account followers

### *Benefits Include:*

- Five (5) complimentary Futurist Forum registrations
- Opportunity to distribute a one-page flyer to all forum attendees
- Includes sponsorship of Futurist Forum bag

## SILVER SPONSORSHIP: \$10,000

### *Recognition Includes:*

- Display of your company logo and a link to your website on the homepage of the GAME website, gamecme.org, and on the GAMEFuturistForum.com website.
- Recognition as a Silver Sponsor of the 2022 Game Futurist Forum on the GAME website and in printed materials used at the live meeting
- GAME announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other GAME account followers

### *Benefits Include:*

- Three (3) complimentary Futurist Forum registrations
- Opportunity to distribute a Half-page flyer to all forum attendees

## BRONZE SPONSORSHIP – \$5000

### *Recognition Includes:*

- Display of your company logo on the homepage of the GAME website, gamecme.org, and on the GAMEFuturistForum.com website.
- Recognition as a Bronze Sponsor of the 2022 Game Futurist Forum on the GAME website and in printed materials used at the live meeting
- GAME announcement distributed via e-mail and social media communicating your company's sponsorship to the full membership and other GAME account followers

### *Benefits Include:*

- Two (2) complimentary Futurist Forum registrations

## GENERAL SPONSORSHIP - \$2000 (level 1) and \$1,000 (level 2)

### *Recognition Includes:*

- Display of your company logo on the homepage of the GAME website, gamecme.org, and on the GAMEFuturistForum.com website.
- Recognition as a General Sponsor of the 2022 Game Futurist Forum on the GAME website and in printed materials used at the live meeting



*Benefits Include:*

- One (1) complimentary Futurist Forum registration

**ATTENDEE WIFI SPONSORSHIP: \$4,500**

- Customizable network name and access password for sponsorship recognition
- Announcement in program book to include customized network name, password, and logo
- Dedicated signage in forum space including customized network name, password\* and logo
- Wi-Fi information cards with company logo distributed to all attendees

*\*Passwords may not contain product names; Company names are acceptable*

## SPONSORSHIP - FUTURIST FORUM “INNOVATHON” TEAM: \$5,000 per team (multiple teams will take part)

- Hosting of one 2022 Futurist Forum Innovathon regional team.
- Display of your company logo as sponsor of one of the Innovathon teams, via online, social media and in print for the live conference.
- Two (2) complimentary registrations for the 2022 live Futurist Forum Event
- Display of your company logo and a link to your website on the homepage of the GAME website, [www.gamecme.org](http://www.gamecme.org) and on the [GAMEFuturistForum.com](http://GAMEFuturistForum.com) website.

## REFRESHMENT BREAK – at In-Person GAME 2022 FUTURIST FORUM in Montreal, Canada: \$3,500.00 – Two of Three remaining.

- Signage including sponsor’s logo placed at the food & beverage station during a break
- One (1) complimentary registration for the 2022 live Futurist Forum Event in Montreal, Canada
- Recognition as a sponsor on all forum break signage and printed material
- Company logo and website hyperlinked on the GAME website, [www.gamecme.org](http://www.gamecme.org) and on [GAMEFuturistForum.com](http://GAMEFuturistForum.com).

## LANYARDS: \$2,000 – Not Available

- Sponsor’s logo featured on lanyards that will be distributed to all attendees with their name badges
- Recognition as a sponsor in the forum marketing and on all forum signage

## PENS - \$1000.00 – Still Available

- One (1) complimentary registration for the 2022 in-person Futurist Forum Event in Montreal, Canada
- Recognition as a sponsor in the forum marketing and on all forum signage
- Company logo and website hyperlinked on the GAME website, [www.gamecme.org](http://www.gamecme.org) and on [GAMEFuturistForum.com](http://GAMEFuturistForum.com).

To further discuss conference support opportunities, or to secure your sponsorship, please contact:

**Dale Kummerle, PharmD**

Executive Director

Tel: +1 609-903-4087

Email: [info@gamecme.org](mailto:info@gamecme.org)

***Important Deadlines***

**Initial Agreement:** Supporters showing interest must commit in writing by selecting their level of support via email to Dale Kummerle ([info@gamecme.org](mailto:info@gamecme.org)). Supporters will receive a Sponsor/Exhibit form to complete. Upon return of the completed form, the Letter of Agreement will be processed for signature. All signed agreements are final.

**Payment:** Invoices are generated upon receipt of the fully-executed Letter of Agreement with payment due 45 days from the date of the signed Letter of Agreement. Please include a copy of the invoice and/or purchase order with payment.

Remit check payment to:  
Global Alliance for Medical Education  
c/o: Dean Beals, Treasurer  
122 W 26TH ST Suite 1100  
New York, New York  
10001-6867, United States

To secure your sponsorship, you must email [info@gamecme.org](mailto:info@gamecme.org) to complete a letter of agreement.

**Remit ACH (wire transfer) payment to:**

**International Wire Transfer information:**

Chase Bank (Chase Bank, 270 Park Avenue, New York, NY 10017, USA)

Swift Code: CHASUS33; Account Number: 357177572;  
Routing Number: 021000021