

Marketing Freelancer – UKIO Congress

Overview

The United Kingdom Imaging & Oncology Congress (UKIO) is an annual event and consists of a three-day multidisciplinary scientific congress with a programme that showcases the most cutting-edge content for a multidisciplinary audience that covers the diverse fields of diagnostic imaging, oncology, and radiological sciences. Alongside this is a large professional exhibition of the latest state-of-the-art equipment, services and technology available in the industry.

The Congress is organised by ROC, (Radiology Oncology Congresses) - a charitable partnership of the British Institute of Radiology, The Institute of Physics and Engineering in Medicine and The College of Radiographers. Profile Productions Ltd is the appointed Professional Conference Organiser (PCO) and manages the event delivery and marketing.

Background

The UKIO congress attracts an audience of approximately 1300 registered delegates each year (plus speakers, committee members, and exhibitors), and this number has been steadily increasing since the in-person event was re-launched in 2022 following the Covid-19 pandemic. However, there is still a perception that numbers could be improved – particularly in certain audience segments – and there is potentially an untapped audience of non-attenders who could be recruited as delegates and firmly position UKIO's place in the market as the largest multidisciplinary imaging and oncology event in the UK.

Growing the audience in general has been at the centre of the UKIO strategy for the last three years and it was identified in the 2025 strategy that a dedicated marketing resource may be required. A marketing freelancer is sought for project work leading up to and onsite at the 2025 congress, which will take place at the ACC Liverpool on 2-4 June.

Job spec

We require a piece of marketing research work that covers:

- Reasons for non-attendance by specific audience groups (covering profession, grades, geographic location, specialty etc) – including lapsed attendance.
- Data on NHS Trusts that do not send staff and the reasons why.
- Recommendations to reach and to engage with specific audience groups to harness growth in these segments.

It is envisaged that 15-20 days will be required to deliver this piece of work, plus 3 days onsite at the congress.

Candidate

We are seeking a freelancer who is a specialist in the healthcare marketing field and has a good knowledge of the NHS, the audience and the market, may be well-connected in the NHS, and has experience in similar pieces of market research, and reaching and communicating with the target audience segments.

The candidate would be part of the project team at Profile Productions and can be fully remote or hybrid. Working days and hours can be flexible. An immediate start is required.

To express interest, please email your CV and anticipated day rates to julie.churchill@profileproductions.co.uk.