

# **BOPA**

## **Corporate Membership Information**

[www.bopa.org.uk](http://www.bopa.org.uk)

**British Oncology Pharmacy Association**

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## Contents

|   |   |
|---|---|
| 1. Benefits to become a CORPORATE member .....  | 2 |
| 1.1 General.....  | 2 |
| 2. Managing your corporate account.....   | 3 |
| The following must be carried out by the main corporate account holder (not a sub account). ..... | 3 |
| 2.1 How to join as a NEW Member .....   | 3 |
| 2.2 How to RENEW your membership.....   | 3 |
| 2.3 How to add your logo on the BOPA website .....  | 3 |
| 2.4 How to allocate sub accounts .....  | 3 |
| 2.5 How to post a job vacancy .....   | 4 |
| 2.6 How to obtain support.....  | 4 |
| 3. Using the BOPA mailing lists .....   | 4 |
| 3.1 General.....  | 4 |
| 3.2 The email contents .....  | 4 |
| 3.3 Target audience(s).....   | 4 |
| 3.4 Opt in wording .....  | 5 |
| 3.5 Opt out wording .....   | 5 |
| 3.6 Post marketing information .....  | 5 |
| 4. Sponsorship opportunities .....  | 6 |
| 5. Membership Agreement.....  | 6 |
| 6. Document control.....  | 6 |

## 1. Benefits to become a CORPORATE member

### 1.1 General

- There are many benefits to becoming a corporate member of BOPA. These includes:
  - a) A total of thirteen people to have full individual access to the BOPA website (1 co-ordinator and 12 sub accounts)
  - b) Ability to manage your membership (including the sub accounts) online
  - c) Reduced exhibition and registration rates for the BOPA Symposium
  - d) Various sponsorship opportunities
  - e) Use of the BOPA mailing list three times a year
  - f) The opportunity to link your corporate logo and website on the BOPA website
  - g) Access to all eLearning modules and webinars
  - h) Full access to the documents within the Resources library
  - i) Access to view abstracts and presentations from previous BOPA symposia
  - j) Opportunity to join one of the BOPA subcommittees or the executive committee
  - k) Post job vacancies on the BOPA job forum

## 2. Managing your corporate account

The following must be carried out by the main corporate account holder (not a sub account).

### 2.1 How to join as a NEW Member

- Register online here: <https://www.bopa.org.uk/join/corporate-member-with-10-team-members/>
- State the first name as Corporate: and your company name as the surname. Please do not change this as it is a coordinator account for the company.
- Pay via card (our preferred route) and gain instant access to your membership and all benefits.
- If you need an invoice this can be requested and once payment has cleared, access to the website will be granted. Note there will be a delay to your access to the website for this method of payment.
- Please note we do not take payments over the phone.

### 2.2 How to RENEW your membership

- Log into your account on the BOPA website and click My Dashboard, then Subscriptions. Click Renew and follow the form to pay by card or request an invoice.

### 2.3 How to add your logo on the BOPA website

- Log into your account on the BOPA website and click My Dashboard, then edit profile. Here you can add your company's logo and link to your website page.

**Corporate Accounts Information**

This section is just for corporate members only.

Company website

Please give the website address that you would like to direct to from the BOPA website page (when your logo/name is clicked)

Company Logo

Drop a file here or click to upload

Maximum upload size: 5MB

Please upload the logo that you would like displayed on the BOPA website page.

Please upload a .jpg, .png or .gif image. By attaching an image to use as your profile picture you assert that you have rights to use the image and it is not illegal, pornographic or violent in any way.

- Once saved it can be viewed here: <https://www.bopa.org.uk/about/corporate-sponsors/>

### 2.4 How to allocate sub accounts

- Log into your account on the BOPA website and click My Dashboard then Subscriptions then Sub accounts. You can then add or remove people as needed. When you log in you will see there will be 13 sub accounts. One space is for the account holder – please do not use the parent account for e-learning, profile photos etc – there is a sub account specific for the account holder to use for this (a different email address is required)

## 2.5 How to post a job vacancy

- This can be done by sub account holders as well as the main account.
- Log into your account on the BOPA website and click on Forums in the menu. Click on the Job forum and submit a post.
- Also available here: <https://www.bopa.org.uk/forums/>

## 2.6 How to obtain support

- Email [membership@bopa.org.uk](mailto:membership@bopa.org.uk) for personal help with your corporate account. Please note this is manned by volunteers so may take up to 5 working days for a response (we aim to reply within 48 hours).

## 3. Using the BOPA mailing lists

### 3.1 General

- As a corporate member of BOPA you are entitled to send up to three emails to our mailing list within your year subscription. Email [membership@bopa.org.uk](mailto:membership@bopa.org.uk) to start this process.

### 3.2 The email contents

- BOPA uses MailChimp to send the emails. Therefore, when designing your emails please note that we can use html (cut and paste) or manually design an email based on your template. We will need all images to be included along with a layout design that must be easy to set out (if not html).
- All emails will be available to preview before approval by the corporate account holder before sending to the BOPA membership.
- Date and time of sending to be arranged at your preference.

### 3.3 Target audience(s)

- Emails can be sent to the following audiences. Please state what lists you wish to use in your email request.
  - a) All free and paid member (includes corporate members) worldwide
  - b) All paid members (includes corporate members) worldwide
  - c) Paid members (not corporate members) worldwide
  - d) Paid members (not corporate members) UK
  - e) All free and paid members (not corporate members) worldwide
  - f) All free and paid members (not corporate members) UK

### 3.4 Opt in wording

- The member has to tick to opt into the mailing list

**Corporate promotional information** - I agree that BOPA and its Secretariat can share approved oncology related promotional information from corporate members that BOPA feel may be of interest to you. Such mailings will be authorised by the BOPA Committee.

### 3.5 Opt out wording

- Opt out wording is supplied via MailChimp in each email.

This email was sent to [nettycracknell@nhs.net](mailto:nettycracknell@nhs.net)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
 BOPA · Chelmsford · Essex, CM1 6JX · United Kingdom

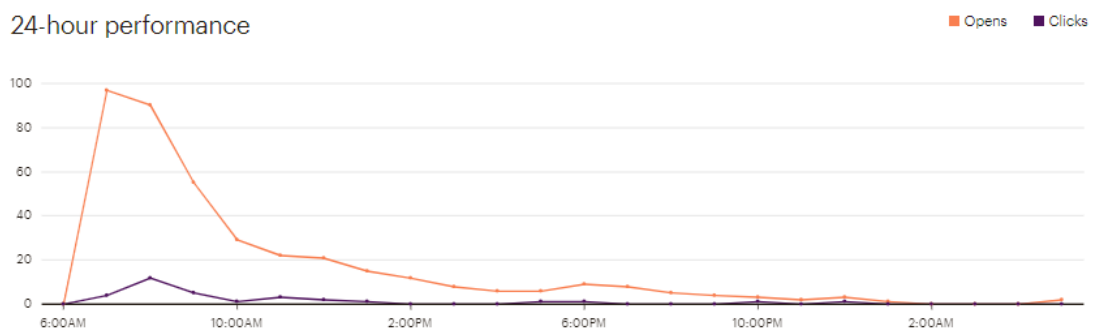
### 3.6 Post marketing information

- After your email has been sent if you wish to view the following statistics please email [membership@bopa.org.uk](mailto:membership@bopa.org.uk). You may request this once per mail shot (therefore up to three a year).

|               |               |              |                   |
|---------------|---------------|--------------|-------------------|
| 445<br>Opened | 53<br>Clicked | 1<br>Bounced | 1<br>Unsubscribed |
|---------------|---------------|--------------|-------------------|

|                       |         |       |                         |         |       |
|-----------------------|---------|-------|-------------------------|---------|-------|
| Successful deliveries | 1,533   | 99.9% | Clicks per unique opens | 11.9%   |       |
| Total opens           | 862     |       | Total clicks            | 154     |       |
| Last opened           | 13/4/21 | 16:22 | Last clicked            | 12/4/21 | 15:46 |
| Forwarded             | 0       |       | Abuse reports           | 0       |       |

#### 24-hour performance



#### Top links clicked

|   |    |
|---|----|
| <a href="https://seatoskymeeting.eventsair.com/capho-webinar-april-12-2021/rsvp/Site/Register">https://seatoskymeeting.eventsair.com/capho-webinar-april-12-2021/rsvp/Site/Register</a>   | 70 |
| <a href="https://www.capho.org/education/watch-webinar/vaccine-considerations-patients-cancer-receiving-systemic-anti-cancer">https://www.capho.org/education/watch-webinar/vaccine-considerations-patients-cancer-receiving-systemic-anti-cancer</a> | 19 |
| <a href="https://www.bopa.org.uk/join/annual-membership-one-time/">https://www.bopa.org.uk/join/annual-membership-one-time/</a>   | 15 |
| <a href="https://twitter.com/BOPACommittee">https://twitter.com/BOPACommittee</a>   | 10 |
| <a href="https://www.bopa.org.uk/">https://www.bopa.org.uk/</a>   | 10 |

#### 4. Sponsorship opportunities

- If you wish to sponsor the symposium, education or training material or provide any other support in any way please contact us via the contact us form on the website:  
<https://www.bopa.org.uk/contact/>

#### 5. Membership Agreement

- If you require a membership agreement before payment please see our template here:  
<https://www.bopa.org.uk/resources/bopa-corporate-membership-agreement/>

#### 6. Document control

|                                      |   |                           |  |
|--------------------------------------|---|---------------------------|--|
| <b>Title</b>                         | BOPA corporate membership information   |                           |  |
| <b>Authors / Editors version 1.0</b> | Netty Cracknell Lead Cancer Pharmacist, Ramsay Healthcare UK, BOPA Digital Subcommittee co-chair.<br>Rich Allen MPharm. BOPA committee member<br>Joseph Williams MPharm BOPA Digital Subcommittee co-chair. |                           |  |
| <b>Owner</b>                         | BOPA  |                           |  |
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| <b>Draft</b>                         | <b>Date</b>   | <b>Lead Author/Editor</b> | <b>Summary of Change</b>                     |
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| 2.0                                  | 23/04/2021  | Netty Cracknell           | Wording updated to increase clarity of items |
| 3.0                                  | 09/11/2021  | Netty Cracknell           | Membership agreement added                   |
| <b>Proposed Target Audience</b>      | BOPA Corporate Membership existing and potential.   |                           |  |
| <b>Proposed Circulation List</b>     | BOPA Corporate Membership existing and potential.   |                           |  |
| <b>Contact details</b>               | <a href="mailto:membership@bopa.org.uk">membership@bopa.org.uk</a>  |                           |  |