

Highland Marketing announced as official communications partner for HETT 2025

Health tech communications experts join forces with HETT to champion progress and innovation

Highland Marketing has been named, for the second year running, the official communications partner for HETT Show 2025, the UK's leading digital health conference and exhibition. Taking place 7–8 October 2025 at ExCeL London, HETT will welcome thousands of healthcare professionals, policy makers, and technology leaders for two days of insights, collaboration, and sector-shaping conversations.

As a specialist health tech PR, marketing, and communications agency, Highland Marketing will bring its deep industry expertise to the event, supporting content development, speaker engagement, and media relations to amplify the voices of the people shaping the future of health and care. This collaboration supports HETT's mission to unite the health and care community and accelerate digital innovation across the sector.

This year's HETT show will spotlight emerging trends and real-world digital innovation with highlights including:

- AI Spotlight – exploring the practical application of artificial intelligence.
- Women's Health Focus – showcasing innovation that addresses gender disparities.
- Workshops & Insights Zone – a dedicated corner of collaboration.
- Start-Up Hub – featuring disruptive early-stage companies.
- Digital Estates Trail – focused on infrastructure optimisation and sustainability and how to maximise the impact of digital tools on buildings and the teams supporting them.
- Roundtable Area – confidential conversations that will cause transformational ideas.

In addition to these dedicated zones, HETT 2025 will offer thought-provoking roundtable discussions, hands-on workshops in the HETT Workshops and Insights Zone, and curated networking opportunities – including a VIP drinks reception and informal end-of-day meetups.

Cyber security will also take centre stage, with the launch of HETT's new Cyber Security Working Group. This programme will deliver expert-led content designed to help healthcare organisations build long-term resilience and respond to evolving digital threats.

Finally, a fan favourite returns the night before the show: the "Rockaoke" charity event on 6 October – combining live band karaoke and fundraising for The Brain Tumour Charity, it's set to be a feel-good kick-off to an unmissable week of digital health.

Rikki Bhachu, head of marketing, HETT said: "HETT is built on collaboration, and we're pleased to be once again working with a communications partner that understands the health tech landscape. With so many important voices and innovations coming together at this year's show, we're focused on creating the space – and the momentum – for those conversations to have a lasting impact."

Highland Marketing will help ensure the ideas, breakthroughs, and people at the heart of HETT 2025 don't just reach the room - but resonate far beyond it.

Mark Venables, CEO, Highland Marketing said: "We're proud that Highland Marketing has been named official communications partner for HETT London 2025. As a specialist agency dedicated to the health and care sector, we're pleased to be returning for a second successive year to support a platform that consistently champions innovation and sparks meaningful progress in health tech. Our

role is to ensure the sector's most exciting ideas, initiatives, and innovators are not only heard at HETT, but recognised and remembered beyond it.”

The agency's team – supported by an advisory board of respected NHS digital leaders including CIOs, CCIOs, and CNIOs – will also be on-site for one-to-one sessions with companies seeking effective strategies for health tech marketing, communications, and market positioning.

To explore these opportunities, contact the Highland Marketing team or you can register here: <https://hubs.la/Q03kQpPY0>

ENDS

About HETT

HETT Show is the No.1 digital healthcare event in the UK. Attendees will learn from the project successes and challenges from over 4,500 technology professionals and upskill themselves to become more effective in their roles. The two-day CPD-accredited event will allow the industry to forecast future technology trends and provide a clear and progressive roadmap of what's to come.

Dedicated to improving patient outcomes with actionable insights that enhance care, operational efficiency, and decision-making. HETT will provide a whole years' worth of finding peers, meeting up and exchanging ideas, all at a single event.

Website: www.hettshow.co.uk Twitter: [@HETTShow](https://twitter.com/HETTShow) LinkedIn: [HETT Show](https://www.linkedin.com/company/hettshow)

About Highland Marketing

Highland Marketing is a marketing and communications agency specialising in healthcare technology, med tech, life sciences and clinical research. With an unrivalled reputation for supporting UK and international organisations over two decades, Highland Marketing is the go-to agency for the provision of market strategy planning, results driven marketing campaigns, research, branding, messaging, content marketing, PR, social media and sales acceleration.

Website: www.highland-marketing.com X: [@HighlandMarktnG](https://twitter.com/HighlandMarktnG) LinkedIn: [Highland Marketing](https://www.linkedin.com/company/highland-marketing)