



The voice of excellence in social care

IN ASSOCIATION WITH



From New Normal to New Future

Coming Out of Covid Conference



**Covid has shone a light on
social care but how do we
maintain this platform
for a new future?**

30th June 2021, Mermaid Center, London

S P O N S O R S H I P P A C K

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About The Conference

Now that Brexit is done can we finally achieve the once in a generation task of social care reform?

Despite the devastating impact COVID-19 has had on society, social care has once again demonstrated its key importance as the sister of the NHS; the fourth emergency service. We have seen unprecedented political and public interest in the sector. So, what can the sector do to maintain this level of interest and once and for all achieve, the so desperately needed reform of social care?

This conference will see key influencers representing all areas of the sector come together to discuss the challenges and opportunities that have arisen from the pandemic. Speakers will look at current trends in the sector and how social care practice has changed during Covid and beyond, equipping delegates with the latest information and innovations. Panel discussions will focus on how to get social care done and attain long overdue reform for the sector. Also incorporated into the agenda will be a showcase of Social Care Covid Heroes.

This event, which provides an ideal opportunity for delegates to reconnect post Covid, is aimed at registered managers, senior managers, clinicians, owner managers, key decision makers and influencers from across the social care arena, including adult services and services for people with learning disabilities and/or autism. We expect 300 + delegates.



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Introduction to Sponsorship

*“The COVID-19 pandemic has taught us many lessons one of which, is the fantastic professionalism of social care staff. Never again will anybody be able to say social care is a low skilled occupation. Throughout this pandemic the commitment, skills and competencies of the social care workforce have been on display and they have finally been noted by the media and the general public. Now that we have got this increased recognition, we must ensure that it is the platform for a new future, where the social care workforce is recognised, trained and remunerated in a way that reflects their professionalism.” **

Professor Martin Green, CEO Care England

*“If the sector is to fully recover it will need not just short-term support but also a long-term vision for social care and a plan to tackle the longstanding issues around workforce, quality, and market fragility.” **

Simon Bottery, Senior Fellow, Social Care, The King’s Fund

*“Without doubt the sector has a golden opportunity in 2021 to move decisively forward from this position of newfound strength, to break out of the shadow of the NHS and achieve the standing and funding for which we have campaigned for so long. But to do so we must be resolute, united and crystal-clear on our goals and strategy.” **

James Bullion, President, Association of Directors of Adult Social Services

*Source: Care Talk magazine, February 2021



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As an exhibitor at the Care Talk coming out of Covid conference you will be given the opportunity to showcase your products and services to other providers, suppliers and key decision makers and influencers from across the sector.

This includes; commissioners from local authorities and care associations, fellow traders, managers, directors, care operators, senior nursing staff, financial directors, CEOs, purchasing officers through to the people who use the service throughout the social care sector. It is an opportunity to promote your services with interactive sessions in which delegates and exhibitors can participate.

We have had interest in a wide variety of sponsors from suppliers to the industry, providers and professional companies who all have a desire to add their brand to the sector and place it in front of the people they are targeting.

The speaker programme (confirmed/invited) includes:

Chair: **Paul Burstow**, Chair at the Social Care Institute for Excellence (SCIE)

- **Jeremy Hunt** MP
- **Helen Whatley** MP
- **Sir David Pearson**
- **Professor Martin Green**, CEO, Care England
- **Sally Warren**, Director of Policy, The Kings Fund
- **Mark Adams**, CEO, Community Integrated Care
- **Sir David Behan**, Chair, HC-One
- **Simon Stevens**, CEO, NHS England
- **Prof Deborah Sturdy**, Chief Nurse for Adult Social Care
- **Uduak Archibong PhD MBE**, Professor Diversity at the University of Bradford



A hand is shown pointing towards a row of white dice. The dice are arranged to spell out the words 'AFTER DURING CORONA' in a row. The dice are white with black text. The background is a soft, out-of-focus green and yellow gradient.

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Why Sponsor?

- The wide reach of **Care Talk** and extensive marketing programme will attract a large volume of delegates
- The high profile speaker programme and timely content will attract the sector's largest providers
- A unique networking opportunity
- Display all your latest products and services
- Chance to meet key decision makers and influencers from the sector
- Brand exposure to key decision makers and partners
- Brand promotion via a number of marketing avenues
- **Care Talk magazine**, **Care Talk Business**, e-shots, social media, partner channels
- Meet key members of membership organisations
- Free listing on the website with hyperlinks

Facts and Figures

- Estimated **300** plus delegates representing all areas of the sector
- E-shots to over **14,000** direct contacts
- Web site with reciprocal links from key partners and sponsors
- Social media; **Facebook**, **Twitter** and **LinkedIn**
- Exposure in **Care Talk magazine**
- Exposure on **Care Talk Business** web site

Covid restrictions - alternative date

Please note if Covid restrictions are still in place the conference will be moved to October.

Early Bird

25% off list price for bookings made and paid in full prior to 31st March 2021.



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Gold Package Sponsorship

- Press announcement
- Podcast recording Conversations in Social Care, and subsequent high profile promotion
- Full page advert plus page editorial in Care Talk magazine
- Article on Care Talk Business
- Digital ad on Care Talk and Care Talk Business
- Announcement and places at networking dinner
- Prominent and larger exhibition stand space
- Prominent logo on website
- Speaker slot
- Welcome message in conference programme
- Full page ad in the conference programme
- Prominent branding in the conference programme
- Listing on Care Talk Business web site
- Flyers in show bags
- Delegate list with contact email addresses

£15,000 + VAT



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Silver Package Sponsorship

- Press announcement
- Full page advert in Care Talk magazine
- Article on Care Talk Business
- Digital ad on Care Talk Business
- Announcement and places at networking dinner
- Exhibition stand space
- Logo on website
- Full page ad in the conference programme
- Branding in the conference programme
- Listing on Care Talk Business web site

£10,000 + VAT



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Bronze Package Sponsorship

- Press announcement
- Article on Care Talk Business
- Digital ad on Care Talk Business
- Announcement and places at networking dinner
- Exhibition stand space
- Logo on website
- Branding in the conference programme
- Listing on Care Talk Business web site

£5,000 + VAT



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Exhibitor Stand

Package to include:

- Logo on website
- Branding in the conference programme
- Standard space of 3m x 2m

£3,000 + VAT

(includes 2 exhibitor passes, lunch and delegate discounts for exhibitor customers)

Packages can be amended to suit budgets and requirements and can also include awards category sponsorship, adverts and editorial in **Care Talk magazine**.

Stand space is limited and allocated on a first come first served basis.

joe@caretalk.co.uk for details



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