



UK nanny

The Great British Nanny Conference

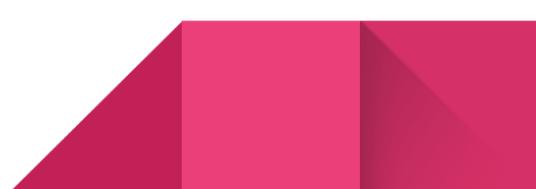
De Vere Connaught Rooms, Great Queen Street, London, WC2B 5DA

9:30 - 18:00 / Saturday 6th October 2018

The Great British Nanny Conference is a one day conference being held in London covering topics appealing to all in-home childcare providers.

The conference aims to provide a high quality of training and support as well as giving the chance to make new connections and friends.

We aim to try and keep the costs for attendees as low as possible to make the conference accessible to all nannies and au-pairs.



De Vere Connaught Rooms, Covent Garden

We have an amazing venue in the beautiful Covent Garden, London to bring all our nannies together this year. Just five minutes from Covent Garden and Holborn tube stations and 30 minutes' walk or short taxi ride from Kings Cross, St Pancras and Euston train stations, the venue is well-connected for all major London transport links.

With two rooms for talks and a dedicated vendors room, we have plenty of space for you to advertise to your full potential and find the package that suits your needs.



The Organisers

UK Nanny is run by nannies, for nannies. As nannies ourselves we can see exactly what our industry is lacking, and how to fill these gaps to bring nannies and their educations up to date.

Our events coordinator Helen McCarthy played a key role in the one-off Nannypalooza UK event in November 2017 which was highly successful with over one hundred nannies attending from around the globe.

We aim to continue on the success of the event with our own conference aiming more towards targeting UK nannies and au-pairs.

Our Audience



Nannies who attend UK Nanny events work in a wide variety of homes which vary from affluent VIPs, high net worth (HNW) families, to middle class, dual income and single parent homes. They cover a variety of ages from newborns to teenagers, as well as children with special needs and multiples.

These nannies are often an integral part of the families they work for, and influence every aspect of the household from toilet paper to christmas presents as well as which services are the best to use.

95% of nannies make purchases on behalf of their employers - The Nanny Lounge poll (Jan 2018)

Our main audience is nannies, au pairs and in-home childcare providers but our reach stretches much further than this. We have over 840 nannies in our online community (Jan 2018), who often work for at least two families whether it be a nanny share or ad-hoc care and with the majority of families including two parents, we have the potential to reach at least 3,200 potential customers for you.

Ages:

- 18 - 24 years / 20%
- 25 - 34 years / 43.8%
- 35 - 44 years / 23.2%
- 45-53 years / 10.5%
- 55 - 64 years / 1.9%
- 65+ years / 0.5%

Genders:

- Female / 99.5%
- Male / 0.4%
- Custom / 0.1%

Top Cities:

- London
- Kent
- Manchester
- Bristol
- Northampton
- Brighton

Sponsorship Packages

Gold Package £2000

- Three complimentary registrations
- Full page advertisement in the official conference programme
- Social media promotion through all UK nanny social media channels
- Logo and banner on UK nanny conference website page
- Signage in all rooms
- Welcome presentation at start of conference
- Vendor table

Silver Package £1500

- Two complimentary registrations
- ½ page advertisement in the official conference programme
- Social media promotion through all UK nanny social media channels
- Logo on UK nanny conference website page
- Signage in the main room

Bronze Package £1000

- One complimentary registration
- ¼ page advertisement in the official conference programme
- Social media promotion through all UK nanny social media channels
- Logo on UK nanny conference website page
- Signage in the main room

Individual Sponsor Options

Programme Sponsor £450

- Full back page advertisement in the official conference programme
- Social media promotion through all UK nanny social media channels
- Vendor table

Lanyard Sponsor £400 (or £900 for all 2018 events)

- Your company logo on all event lanyards
- Social media promotion through all UK nanny social media channels
- ¼ page advertisement in the official conference programme

Networking Break or Lunch Sponsor £250

- Address the conference to tell us about your company
- Social media promotion through all UK nanny social media channels
- ¼ page advertisement in the official conference programme

Workshop Sponsor £200 (Six available)

- Address the sponsored workshop to tell us about your company
- Social media promotion through all UK nanny social media channels
- Conference programme listing

Vendor Tables £150 (Ten available)

- One table with cloth located in our designated vendor room
- Social media promotion through all UK nanny social media channels
- Conference programme listing

Other events for 2018 include:

- **Nanny Night Out** - London and Birmingham on 24th February.
- **Easter Party** - UK event in March
- **International Nanny Training Day** - London event on April 21st
- **Summer Party** - London event in June
- **NAP (nanny and au pair) Awards** - London event in November
- **Christmas Party** - London event in December

If you would like to sponsor our other events, please see the relevant separate pdfs.

If you wish to sponsor The Great British Nanny Conference or should you need any further information, please contact:

Helen McCarthy
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