

ONLINE Saturday 19th June 2021



MiSP Conference 2021
Including All
TEACHERS & LEARNERS

SPONSORSHIP GUIDE

MiSP is a Registered Charity, no. 1168992, est. 2009.
Bringing mindfulness to young people and those who care for them since 2007



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Mindfulness in Schools Project

- Providing the gold-standard for mindfulness in schools for over 10 years
- Over 6,000 teachers trained so far and rising
- Over 618,000 children and young people estimated to have received our curricula in schools
- Over 2,000 trained educators with active Hub membership accessing our materials and events regularly
- Evidence-based and well-researched, our approach provides support to children and adults in schools:
 - Improved mental, emotional, social and physical health and wellbeing
 - Reductions in stress, anxiety and reactivity
 - Increased self-awareness and ability to recognise worry, managing difficulty and appreciate the positive
 - Improvements in cognitive and executive function, creativity, memory, planning and problem solving
 - Improvements in sleep, in relationships and in self-regulation
- Member of the CPD Standards Office, the Schools Wellbeing Partnership, the Children and Young People's Mental Health Coalition, NCVO and we are a Living Wage Employer.

Mindfulness in Schools Project is the most established provider of mindfulness training for schools in the UK, delivering world-leading curricula for classroom-based mindfulness.

About the event

The MiSP Conference 2021 will provide your business with the exposure and marketing opportunities to engage with hundreds of schools both nationally and internationally. The event is likely to be attended by over 900 teachers from primary and secondary schools throughout the state-maintained and independent sectors from across the UK.

Date: Saturday 19th June 2021

Time: 9:00 – 4.00pm

Venue: ONLINE

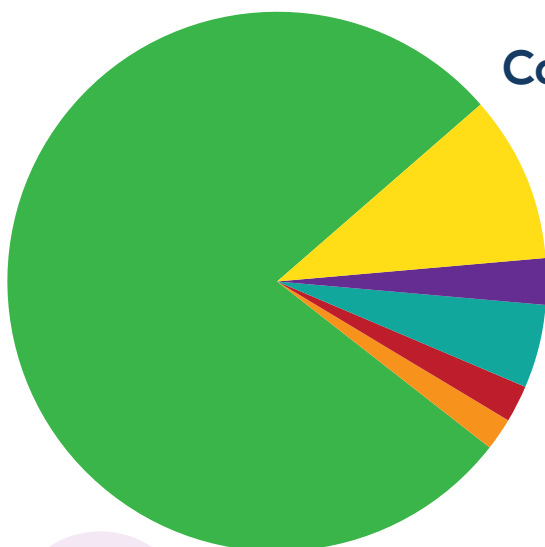
Theme: Including All Teachers & Learners

Our expert speakers will explore the challenges and rewards of teaching mindfulness to young people in schools:

- What does it mean to teach mindfully?
- How do we include all teachers and learners?
- How can we reach the entire school community?

Last year's event
attended by

936
delegates



Composition of last year's audience:

78% Teachers/School Staff/Educators

10% Head Teachers/Deputy Heads/Assistant Head

3% Pastoral Care Leads/SEND COs

5% Educational/Clinical Psychiatrists

2% Academics/Researchers

2% Local Authority / Council Service Providers

Last year's
Conference posts
on Facebook had

39,728
views

Last year's
Conference landing
page received

2,804
users
visits

Last year's
Conference tweets
on Twitter had

35,996
views

MINDFULNESS in SCHOOLS PROJECT CONFERENCE 2020

Teaching Mindfully

How to build mindfulness
into the school day

PRACTICE • TALKS • DISCUSSION

Saturday, 20 June 2020

**The Greycoat Hospital School | Greycoat Place | SW1P
2DY | London | UK**

In 2020 we will be coming together for a day of discussion and practice around the theme of "Teaching mindfully".
Our expert speakers will explore the challenges and rewards of teaching mindfulness to young people in primary schools and secondary schools.
We will be running mindfulness sitting groups throughout the day and providing opportunity for networking with other teachers in our community.

SPONSORED BY:



PLMR | mang

Early Bird Offer Ends 29th February

Get your Early Bird ticket NOW!



Conference videos now available!

Our 2020 **Teaching Mindfully** conference was packed with information and insight from our panel of expert speakers. We are delighted to confirm that speaker videos are now available to access via your conference 'goodie bag'.

You can re-listen to all of the talks - simply go to the page and click on the videos link to hear them. Enjoy! Thank you for being part of our community.

[Open your Conference Goodie Bag](#)

Please give your feedback

If you haven't already filled in the conference survey, we would love to hear how the experience was for you and what you noticed:

[Tell Us About Your Conference Experience](#)

Themes from the conference

We noticed some very clear recurring themes which were touched upon time and time again during the course of the day, and you can read about them here:



[Read about the themes here](#)

The MiSP Conference 2020 was sponsored by:



Last year
35 Conference
emails were sent
with an average of
1,110
opens
each

Last year's
Eventbrite ticket
page received

33,526
views

To sponsor the MiSP Conference 2021

Email: adele.clark@mindfulnessinschools.org

Sponsorship opportunities

- Enhance your social responsibility credentials by association with a leading, highly reputable charity that is supporting mental health and wellbeing in schools through the pandemic
- Reach decision-makers and influencers in the education sector
- Help to support schools and young people through the pandemic
- **Six month promotional period, starting January 2021:**
 - Regular e-shots to an audience of more than 10,000
 - Social media promotion to audience of more than 23,000
 - Conference landing page with more than 20,000 views over the promotional period

Social Media Audience Reach



3,800



16,900

GOLD

£3,500

- Company logo on Conference web page (approx. 3k page views)
- Inclusion in extensive social media campaign (23k+ audience, 75k+ views)
- Company logo on cover of online delegate brochure
- Full page advertorial in delegate brochure
- Inclusion of Sponsor collateral in Virtual Goodie Bag
- Feature article in June 2020 MiSP Newsletter (3k+ subscribers)

SILVER

£1,500

- Company logo on Conference web page (approx. 3k page views)
- Inclusion in extensive social media campaign (23k+ audience, 75k+ views)
- Company logo on front of delegate brochure
- Half page advertorial in delegate brochure
- Inclusion of Sponsor collateral in Virtual Goodie Bag

BRONZE

£750

- Company logo on Conference web page (approx. 3k page views)
- Inclusion in extensive social media campaign (23k+ audience, 75k+ views)
- Banner advert in online delegate brochure

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Advertising opportunities

- **Raise your profile** within the education sector
- Develop new **business leads**
- **Increase exposure** to your target audience
- Exposure to **decision-makers and influencers** in the education sector

VIRTUAL GOODIE BAG

£100 +VAT

A 'Virtual Goodie Bag', a landing page with items to download, will be distributed to all delegates. The bag will include the Conference brochure and schedule, which all delegates will need to access, meaning that the page will be very well visited! Provide an offer or discount of your choice and it will be included in our Virtual Goodie Bag for all delegates to find.



To advertise at the MiSP Conference 2021

Email: adele.clark@mindfulnessinschools.org

Advertising opportunities

BROCHURE ADVERTS

Provide an advert featuring your company, product or service to feature in our conference brochure, distributed to all delegates.

**DOUBLE
PAGE SPREAD**
(420x210mm)
£250+VAT

**INSIDE
FRONT COVER**
(210x210mm)
£200+VAT

**BACK
COVER**
(210x210mm)
£175+VAT

**FULL
PAGE**
(210x210mm)
£150+VAT

**HALF
PAGE**
(210x105mm)
£100+VAT

**QUARTER
PAGE**
(105x105mm)
£75+VAT



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