MiSP Conference 2021
Including All TEACHERS & LEARNERS

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.
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?

Composition of last year’s audience:

- 78% Teachers/School Staff/Educators
- 10% Head Teachers/Deputy Heads/Assistant Head
- 3% Pastoral Care Leads/SENDCOs
- 5% Educational/Clinical Psychiatrists
- 2% Academics/Researchers
- 2% Local Authority / Council Service Providers

Last year’s event attended by 936 delegates
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.

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 announce that speakers videos are now available to access via our conference ‘snippet’ tab.

You can return to all of the pages – simply go to the page and click on the video link to hear them, enjoy! Thank you for being part of our community.

Open your Conference ‘snippet’ tab.

Please give your feedback

If you haven’t already done so in the conference survey, we would love to hear how the experience was for you and what you enjoyed:

Tell Us About Your Conference Experience

Themes from the conference

We noticed some very clear emerging 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

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

**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

Social Media Audience Reach

- Twitter: 3,800
- Facebook: 16,900

*To sponsor the MiSP Conference 2021*
Email: adele.clark@mindfulnessinschools.org
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

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

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<th>Advertisement Type</th>
<th>Size</th>
<th>Price (Inc. VAT)</th>
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<td>Quarter Page</td>
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