



E&S
2026

**EMPLOYMENT
AND SKILLS
CONVENTION**



**Opportunities
to sponsor**

Led by

L&W LEARNING AND
WORK INSTITUTE

The Employment and Skills Convention is Learning and Work Institute's major event for the employment and skills sectors.

Bringing together an audience of 200+ politicians, policy makers, practitioners and researchers, this is an essential opportunity to take stock of the challenges we face and spark new ideas for the future.

In recent years, we have been joined by parliamentarians including Secretaries of State and Shadow Ministers for Education and Work and Pensions. We've also had keynotes from Metro Mayors for Greater Manchester and the West Midlands.

In 2025, our in-person convention welcomed delegates from central and local government, employers, third sector organisations, and skills and employment support providers.



Feedback from 2025

“I really look forward to attending the Learning & Work Institute’s conference — it’s always a hot ticket and never disappoints.”

“These conferences provide a vital opportunity to keep up to date with latest policy, network with colleagues for across the UK, in different roles and organisations, and discover new best practice.”

“Lots of inspiring conversations about how we can boost employment, close the skills gap and make sure support around work, health and learning is better joined up.”

“I had the privilege of attending [...] an excellent opportunity to engage with colleagues across the sector, explore innovative perspectives and discuss collaborative efforts to create inclusive pathways to meaningful employment”



Why sponsor?

- Tap into an audience of **200 key actors and policymakers** cutting across the employment, skills and education sectors
- Increase **brand visibility** through marketing, digital communications and speaking opportunity
- Reach over **2,500 stakeholders** through direct event marketing
- Achieve lasting impact through **on-demand content** shared on our website and social media

Plans for 2026

We are excited to be hosting our full-day, Employment and Skills Convention in Manchester in summer 2026.

We will bring together political, employment and skills audiences with a focus on good practice and the most urgent areas for change.

Our lead sponsors will have the opportunity to shape themes and content, with a focus on the big debates and key challenges such as economic growth, economic inactivity, disability and health, recruitment, retraining, the apprenticeship levy, and devolution of skills and employment support.



Sponsorship options

A range of sponsorship packages are available and are set out below with indicative values. We're also happy to arrange a meeting to explore ideas for bespoke packages.



To discuss options or request more information, please contact megan.bryan@learningandwork.org.uk

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Headline

£15,000 + VAT

As our sole Headline Sponsor, you'll shape the content of the conference and get the opportunity to take a deep dive into topics that interest you. This package will enable you to:

- ✓ Have your logo feature most prominently across digital communications, speaker briefings, on-demand content, programme, presentation slides and website
- ✓ Shape conference content and themes
- ✓ Speak on a plenary panel or workshop
- ✓ Welcome delegates with a short film or speech
- ✓ Place a thought leadership article in our programme and on the L&W website
- ✓ Network with delegates during lunch and breaks with an exhibition stand and 2x exhibitor passes
- ✓ Receive special thanks from our chair at welcome and close
- ✓ Share resources and reports through our conference email marketing and social media
- ✓ Capture delegates' attention with a ½-page programme advert
- ✓ Co-host a private dinner the night before the event



Joint Signature

£8,000 + VAT

As a Joint Signature Sponsor, you'll be recognised as a key player in the success of the convention. This package will enable you to:

- ✓ Have your logo feature prominently across digital communications, speaker briefings, on-demand content, programme, presentation slides and website
- ✓ Shape the content of a workshop
- ✓ Speak on a plenary panel or workshop
- ✓ Place a blog on the L&W website
- ✓ Network with delegates during lunch and breaks with an exhibition stand and 2x exhibitor passes
- ✓ Receive special thanks from our chair at welcome and close
- ✓ Share resources and reports through our conference email marketing and social media
- ✓ Capture delegates' attention with a ½-page programme advert



Engagement

£4,000 + VAT

Achieve brand recognition and a platform for your organisation's expertise. This package includes the opportunity to:

- ✓ Have your logo feature prominently across digital communications, speaker briefings, on-demand content, programme, presentation slides and website
- ✓ Speak at a workshop
- ✓ Network with delegates during lunch and breaks with an exhibition stand and 2x exhibitor passes
- ✓ Share resources and reports through our conference email marketing and social media

Upgrade your sponsorship to £5,000 and **CHOOSE** an additional opportunity* worth £1,500 to:

- Sponsor a coffee break (p. 10)
- Sponsor our delegates' badges (p. 9)

*Subject to availability.



Badges

£2,000 + VAT

(Available for £1,500 + VAT when combined with other packages)

An opportunity to have your logo feature prominently on each of our delegates' two-sided badges. Include a short message on the reverse along with your social media handles to encourage delegates to stay in touch.

Print programme

£2,000 + VAT

Achieve brand recognition by sponsoring our sustainably printed programme. Your logo will feature on our cover design and you'll have the option of contributing a full-page advertisement on our back cover. We will also upload a digital version to our website to ensure lasting impact.

Psst... Combine with an exhibition stand (p. 11)



Coffee break

£1,500 + VAT

(Available for £1,000 + VAT when combined with other packages)

Win hearts, minds and stomachs by sponsoring our teas, coffees and cakes. This includes the chance to deliver a short address on a topic of your choice and receive a special mention from our conference chair and in our programme.

Networking reception

£4,000 + VAT

Close off the day in style by sponsoring our drinks reception. This includes the chance to deliver a short address on a topic of your choice and receive a special mention from our conference chair and in our programme.

Psst... Combine with an exhibition stand (p. 11)



Exhibition stand

£1,000 + VAT

(Available for £500 + VAT when combined with other packages*)

Secure a place in our busy exhibition hall, which this year will double up as a registration area to ensure maximum opportunities to mingle. Includes:

- ✓ 2x exhibitor passes
- ✓ Table and two chairs with space for banners
- ✓ Logo and listing in our print programme
- ✓ Mention in pre- and post-event communications

* Includes networking reception, print programme, coffee breaks and badges, subject to availability.





Get in touch

To discuss sponsorship opportunities, please contact
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