



Broadcast national conference

# Recruiting the next generation of foster carers

## Meeting the increased demand on the system

Friday 27th April 2012, Westminster Studio, London, SW1

Supported by:



Speakers include:

**David Akinsanya**  
Campaigner and Broadcaster

**Robert Tapsfield**  
Chief Executive,  
**The Fostering Network**

**Rachael Suthurst**  
Project Lead, You Can Foster Campaign, **North West Fostering Forum**; Marketing and PR Lead for Children, Schools and Families, **Rochdale Borough Council**

**Cllr Andrew Grant**  
Cabinet Member for Children, Learning and Skills, **Northamptonshire County Council**



### Why you must attend this event:

- **Understand the best way to recruit foster carers** – 14 experts will help you develop a winning marketing strategy
- **Gain insights** from Northumberland Council who have recently been appointed by the Fostering Network as a 'recruitment champion'
- **Learn how to drive recruitment and retain foster carers** - at a time when many might be 'scared off' by financial pressures
- **Discover the key success factors** for improving conversion rates, assessing return on investment and balancing the books
- **Train the team for less** – delegates receive post-event access to watch speaker presentations online - AND can download all audio files and speakers' papers for easy preparation of team training packs


The ever-increasing shortage of foster carers within the UK has now been well publicised, but local authorities and independent providers are still struggling to find the right methods to market and recruit new carers.




The shortage of foster carers creates significant financial and social pressures on agencies including limited placement options for children, the need to place children a long way from home, reduced expenditure on preventative services and the need to buy in foster care provision. It is now more important than ever to look to best practice in recruiting and retaining foster carers.

This one day national conference will provide attendees with the opportunity to explore the best methods to attract new foster carers, improve conversion rates, assess return on investment and, most importantly, gain the tools needed to implement a successful campaign.

For more information please visit:

[www.neilstewartassociates.com/kd199](http://www.neilstewartassociates.com/kd199)



-  **Live and on-demand on policyreview.tv**
-  **Can't get to London? Watch online from as little as £65 per person**
-  **Purchase a group licence to achieve significant savings**

See inside for details

Produced by:



# Agenda (subject to change)

09:00 Registration, refreshments and exhibition

## Session One:

 Available on policyreview.tv

### Setting the scene

- 09:50 Welcome and introduction from conference Chair  
**David Akinsanya**, Campaigner and Broadcaster
- 10:00 Keynote address: tackling recruitment on a national scale  
**Robert Tapsfield**, Chief Executive, The Fostering Network
- 10:15 The journey so far: what foster carers and fostered children think  
Young Contributor, **Lilac Project**  
**Andy Hider**, Foster Carer
- 10:30 Panel discussion: looking ahead to Foster Care Fortnight – utilising the increased media interest  
**Jackie Sanders**, Head of Media & Campaigns, The Fostering Network  
**Harvey Gallagher**, Chief Executive, Nationwide Association of Fostering Providers  
*Contribution from:*  
**A local authority recruitment manager**

10:50 Refreshments, networking and exhibition

## Session Two:

 Available on policyreview.tv

### Utilising recruitment techniques

- 11:20 Creating a brand identity to compete with local providers  
**Andrew Walker**, Creative Director, Periscope
- 11:40 Participation: utilising existing foster carers for word of mouth referrals  
**Andy Pallas**, Relationship and Contract Manager, TACT
- 12:00 New media as a cost effective tool to recruit foster carers  
**Steve Evans**, Managing Director, Net Natives
- 12:20 Spending limited budget wisely- the best advertising medium for securing an ROI  
**Ceri Davies**, Senior Media Planner, Davies Prince Media
- 12:40 Questions and discussion

12:50 Buffet lunch, networking and exhibition

## Session Three:

 Available on policyreview.tv

### Putting theory into practice

- 13:50 Creating secure placements: the retention of foster carers  
**Roger Bullock**, Social Research Unit, Dartington; Editor, Adoption and Fostering
- 14:10 Improving conversion rates from initial enquiry to successful assessment  
**Rachael Suthurst**, Project Lead, You Can Foster Campaign, North West Fostering Forum; Marketing and PR Lead for Children, Schools and Families, Rochdale Borough Council
- 14:30 Local authorities and independent providers working together to recruit foster carers  
**Harvey Gallagher**, Chief Executive, Nationwide Association of Fostering Providers
- 14:50 The lower cost resource: your local network of recruitment champions  
**Caroline Matthews**, Marketing Officer and Recruitment Champion, Northumberland County Council
- 15:10 Questions and discussion

15:20 Refreshments, networking and exhibition

## Session Four:

 Available on policyreview.tv

### Recruitment campaigns in practice

- 15:45 Targeting resources: identifying typical characteristics of foster carers and building a profile  
*Check website for speaker updates*
- 16:00 Recruiting foster carers for older children  
**Cllr Andrew Grant**, Cabinet Member for Children, Learning and Skills, Northamptonshire County Council
- 16:15 Black and Minority Ethnic Recruitment  
**Savita De Sousa**, Policy Consultant - Private Fostering & Black Minority Ethnic Issues, British Association for Adoption & Fostering (BAAF)
- 16:30 Questions and discussion

16:40 Close of conference

Register online today:

[www.neilstewartassociates.com/kd199](http://www.neilstewartassociates.com/kd199) / Tel: 020 7324 4330 / Fax: 020 7490 8830

**Maximum Training Value!**  
As a delegate you'll have access to watch filmed speaker presentations and download presentation slides post-event. This extra service is provided free via Policy Review TV

## Purpose of the Conference

### Helping you recruit and retain the best foster carers:

- Learn how best to utilise Foster Care Fortnight and the increased media interest
- Gain insights from Northumberland Council who have recently been appointed by the Fostering Network as a 'recruitment champion'
- Discover what worked and what didn't in the 'You Can Foster Campaign'
- Hear first hand from a foster carer on what attracted them to the role and how their agency has successfully retained them
- Examine the successes a Council is having profiling foster carers based on typical characteristics
- Hear how Northamptonshire County Council is successfully recruiting foster carers for older children
- Examine the techniques utilised in improving conversion rates from initial enquiry to successful assessment
- Explore the role existing foster carers can play in recruiting new carers and the power of word of mouth
- Hear best practice in utilising online media effectively and safely
- Assess which marketing channels have greatest impact and best ROI
- Assess how best to retain foster carers to reduce the need for expensive recruitment campaigns
- Examine the role of brand identity in competing with neighbouring authorities and IFPs
- Explore best practice of local authorities and independent providers working together to recruit new foster carers
- Assess the role Black and Minority Ethnic recruitment campaigns have in sourcing new homes for children in care

## Who should attend:

### Past delegates from local authorities include:

- Fostering Team Managers
- Fostering Recruitment Managers
- Fostering Team Marketing Managers
- Directors of Children's Services
- Family Based Care Recruitment Team
- Children Information Teams
- Family Plus Teams
- Fostering Programme Supervisors
- Intensive Fostering Coordinators
- Family Placement Team Managers
- Social Workers
- Fostering Panel Members
- Commissioning Managers

- Lead Members for Children's Services
- Supported Lodging Coordinators
- Foster care training officers
- Placement support workers
- Professional development managers
- Principal practitioners

### Past delegates from independent providers include:

- Marketing Managers
- Recruitment Managers
- Chief Executives
- Fostering Panel Members

## Sponsorship and Exhibition Opportunities

This conference will attract a diverse audience of top level decision-makers and key policy professionals, from both the public and the private sector. Sponsoring or exhibiting at this event will ensure your organisation leadership positioning amongst this key target audience.

To find out more about the bespoke packages on offer please contact **Katie Wright** on **020 7960 6852** or e-mail **katie.wright@neilstewartassociates.co.uk**



Can't attend?  
Time poor?  
Diary clash?



### Watch online

Keep up to date with the policy insight you need

- Broadcast exclusively on Policy Review TV - watch the conference live or later on-demand
- Fully interactive - watch live and submit questions, just like a delegate
- Ultimate conference reporting, watch the full online presentations after the event
- Your own expert video library to keep - ideal for management and staff briefing
- Unique insight into the choices and dilemmas faced by policy makers and managers
- Find out how your peers are solving the policy challenges you face
- You save on travel, cost and time

The costs of the live broadcast and access to the video library are:

### Individual licences

**£99 + VAT (£118.80)**

For further information email [sean.fleetwood@policyreview.tv](mailto:sean.fleetwood@policyreview.tv)



### Host your own conference

Join an increasing number of organisations who have taken advantage of the cost-effective group viewing licence option

From as little as £65 per person you too can gather a group of colleagues and clients to watch, listen and participate at this conference

All you need is:

- a computer with flash installed, an up to date browser and fast broadband internet access
- a projector or an LCD screen to display the live conference stream
- a space in which to host the event - a boardroom or lecture theatre would be perfect



### Watch in groups

Finally, book 10 or more colleagues for online viewing and get one free place at the conference.

To discuss this further please call

**020 7183 7783**

### Group licences - per person

1-2 viewers **£99.00 + VAT (£118.80)**  
3-9 viewers **£89.00 + VAT (£106.80)**  
10-19 viewers **£79.00 + VAT (£94.80)**  
20-29 viewers **£65.00 + VAT (£78.00)**

Broadcast conference

# Recruiting the next generation of foster carers

## Meeting the increased demand on the system

Friday 27th April 2012, Westminster Studio, London SW1

### To Register

Please photocopy this booking form for additional delegates.

Complete all relevant sections of this form and either:

**Fax:** 020 7490 8830

**Online:** [www.neilstewartassociates.com/kd199](http://www.neilstewartassociates.com/kd199)

**Post:** Neil Stewart Associates Ltd, 10 Greycoat Place, Westminster, London SW1P 1SB

Alternatively call us on **020 7324 4330** or email us at **customer.services@neilstewartassociates.co.uk**

### Delegate Information

kd199

Brochure no.

WEB

Title (Mr/Ms/Dr/Prof/Other)

Full Name

Position

Organisation

Sector:  Health  Social Care  Central/Regional Government  Local Government  Education and Skills  Commercial  
 Non Departmental Public Body / Association or Membership Organisation  3rd Sector Organisation  Criminal Justice

Email

Address

Postcode

Tel No.

Direct Line? (Yes/No)

Fax No.

Training Manager

Email

I have read and agree to the terms and conditions below

Signature

**HOW TO PAY** Please tick the relevant box below

Invoice Please send an invoice to:

Purchase order number (if relevant)

Cheque I enclose a cheque for £ \_\_\_\_\_ made payable to Neil Stewart Associates Ltd

Credit Card We can accept the following credit cards:



Please debit: £ \_\_\_\_\_ from Mastercard/Eurocard/Visa/Maestro/Delta

Card No: \_\_\_\_\_ Expiry date of card: \_\_\_\_\_

Maestro Issue No: \_\_\_\_\_

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Cardholder's address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Signature: \_\_\_\_\_

**ADDITIONAL REQUIREMENTS** Please indicate any additional requirements below

### Delegate Rates

Please select the relevant rate from the list below

#### Full Rate -

Central Government Departments and Agencies

£389.00 + VAT (£466.80)

#### Discounted Rate -

Independent Fostering Providers, Local Authorities, Non-Departmental Public Bodies, Other Public Sector Organisations

£299.00 + VAT (£358.80)

#### National Association of Fostering Providers

(NAFP) Member Rate -

£239.20 + VAT (£287.04)

#### Fostering Network Member Rate -

£239.20 + VAT (£287.04)

#### Supported Rate -

Voluntary Organisations, Trade Unions

£240.00 + VAT (£288.00)

The above fees include all day access to the event, available conference papers, buffet lunch and refreshments, for registered delegates only. Fees do not include travel costs or accommodation.

**Shared places are not permitted.**

### Live viewing and on-demand access

Book online at [www.policyreview.tv](http://www.policyreview.tv) or register below

#### Individual and Group Licences

- 1-2 viewers @ £99 + VAT (£118.80) per person
- 3-9 viewers @ £89 + VAT (£106.80) per person
- 10-19 viewers @ £79 + VAT (£94.80) per person
- 20-29 viewers @ £65 + VAT (£78.00) per person

I would like to register \_\_\_\_\_ online viewers @ £ \_\_\_\_\_ per person:

**TOTAL £ \_\_\_\_\_ + VAT = £ \_\_\_\_\_**

Please complete the delegate information section of this form for each viewer when registering your licence(s). You can do this by photocopying this form or sending a full list to [customer.services@policyreview.tv](mailto:customer.services@policyreview.tv)

### Terms and Conditions

This booking form constitutes a legally binding agreement. Payment must be received in full before the event. We are not responsible for the non-arrival of confirmation documents: if, by 7 days prior to the conference, you have not heard from us, contact us using the phone number on the brochure. All available conference material including documents, podcasts and in some case films are made available to delegates after the event therefore we do not accept cancellations, whole or in part. Substitutions will be accepted if notified in writing prior to the event, non-arrivals will be liable for the full fee.

All our conferences are recorded and the content is made available on [www.policyreview.tv](http://www.policyreview.tv). If you do not wish to be filmed, your voice recorded or your photograph taken please email [customer.services@neilstewartassociates.co.uk](mailto:customer.services@neilstewartassociates.co.uk) giving your name and the conference you will be attending.

### Data Protection

The personal information you provide will be held on a database by Neil Stewart Associates Ltd. By registering for a conference, Neil Stewart Associates and its subsidiary companies can provide you with information relating to your booking and other services via email, direct mail, telephone or fax. If you do not want to receive this information please write to the Database Manager at Neil Stewart Associates. Your details may also be made available to other carefully selected companies.  Please tick here if you do not wish to receive information from third parties.

### Overseas delegates

Delegates from outside the UK who book to attend an NSA conference must send their remittance in time to clear funds no later than 2 weeks before a one day conference. Bookings from overseas delegates will be subject to the cancellation policy specified on the booking form.



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