

# SPONSORSHIP BROCHURE



Exploring the Chief Inspector's Report  
*Preparing for the resumption of inspections*



# INTRODUCTION TO AELP

The **Association of Employment and Learning Providers (AELP)** is the leading trade association for vocational learning and employment providers in Britain. We nationally represent the interests of over 800 providers delivering apprenticeships, employability support and other vocational learning.

We lobby on behalf of our members to Government departments and agencies involved in funded skills and back to work programmes. Members of the Association of Employment and Learning Providers (AELP) support employers in the delivery of 70% of apprenticeships in England and they deliver other publicly funded skills and employment programmes.

The majority of AELP's members are independent private, not-for-profit and voluntary sector training and employment services organisations with employers, universities, FE colleges, schools and end point assessment organisations joining AELP in increasing numbers.

AELP stands at the heart of supporting the Training Provider sector. We are here to offer support, advice and guidance and guarantee up to date information about the changes to the skills and employability agenda. Membership is open to any provider committed to quality provision and includes over 35 FE colleges involved in work based learning.

**AELP Full Membership** is for all independent training providers, employer providers, HEIs, universities, local authorities and FE Colleges with apprentices/learners and or jobseeker clients on any government funded skills and or employability programmes. The annual membership rate is calculated on the contracted number of learners or clients on government funded programme(s) – AEB, DWP, ESF, Loans, Study Programmes and Traineeships etc., and starts from as little as £700+ VAT.

**AELP Associate Membership** is open to all organisations who do not deliver any government funded contracts (i.e. no funded learners) but have an interest as a stakeholder in the vocational education, skills and employment sector and fees also start from £700+ VAT.

For more information, please contact

AELP Membership Team

T: 0117 947 2090 | E: [membership@aelp.org.uk](mailto:membership@aelp.org.uk) | W: [aelp.org.uk](http://aelp.org.uk)

Twitter: @AELPUK | LinkedIn: AELP

# ABOUT A DAY WITH OFSTED 2020

The absence of full Ofsted inspections since mid-March 2020 does not detract from the importance of this year's annual report from the Chief Inspector nor the need for the providers to be fully prepared for inspection related activity when the Covid-related restrictions end.

AELP's 'A Day with Ofsted' event will provide an overview of the 2020 annual report and will also give delegates the chance to learn about Ofsted's intended approach to inspection related activity in 2021. Experiences will be shared about the autumn's interim visits, the impact on learning and the quality of the remote delivery of learning during the lockdown.

The event will consider other developments during 2020 such as the announced plan for Ofsted to inspect apprenticeships at all levels from now on, the checks on subcontracted delivery and employer involvement in inspections. Safeguarding, 'Prevent' and careers advice as mainstays of the Education Inspection Framework are also expected to feature.

Chaired by AELP's Paul Warner, the keynote address will be made by Paul Joyce HMI, Ofsted's Deputy Director for Further Education and Skills and the event will have input from Richard Pemble HMI. There will also be a provider roundtable and input from providers to hear from a provider's perspective.

# FEEDBACK FROM A DAY WITH OFSTED 2019

*"As usual, an excellent event with many areas covered by Ofsted staff to help and support providers pre, during and post inspection."*

*"Direct honest answers are very helpful. The employer panel was great and should be repeated."*

*"Good sessions, Ofsted Speakers going into detail on the new EIF was really good."*

*"Really useful insight day as someone whose role is to support employer-providers. Lots learnt and useful to share."*

*"An excellent day. All contributors provided real food for thought and excellent guidance."*

*"Well organised professional event, my 1st experience with AELP and all very impressive from booking to the support during the event."*

*"Thank you - quite inciteful & welcomed the showcase panel & networking opportunity."*

*"Good overview of Ofsted Inspection process. Informative day, particularly for those providers embarking on a training programme subject to Ofsted Inspection."*

# SPONSORSHIP BENEFITS

Sponsoring A Day with Ofsted 2020 will assist you to:

- Provide an opportunity for your organisation to engage with delegates from the skills and employability sectors
- Promote your organisation as a market leader and expert in the sector
- Foster long term contacts with key personnel from the FE sector and AELP Member organisations
- Strengthen your market position and differentiate your product/service offer
- Take advantage of an online brand presence
- Access a captive audience of circa 100+ attendees

## VIRTUAL PLATFORM

We are very excited for A Day with Ofsted 2020 to take place entirely online to allow AELP to continue supporting our members and conference delegates.

Participants can learn about Ofsted's intended approach to inspection, stay informed and connected from the safety and comfort of their own home!

A Day with Ofsted 2020 includes panel discussions, online presentations and interactive Q&A sessions.

# HEADLINE SPONSORSHIP

## Top Level Brand Exposure

- » Company logo to be included on the event website, event marketing emails, event social media graphics and delegate booking confirmation emails
- » Company profile (100 words) on the event website with direct link to company website
- » Company sponsorship to be announced in an edition of the member exclusive AELP weekly Countdown Newsletter
- » A copy of the branded graphics to promote involvement in the conference on social media
- » Acknowledgement of sponsor as part of the opening plenary session and in the closing remarks
- » Banner advert to be included in the lobby area

## Business Opportunities

- » 10-minute speaking slot during the event (pre-recorded or live) with opportunity to use company branded slides
- » Opportunity for Q&A the during speaking slot at the event
- » Access to the total number of live delegates during the sponsor speaking slot
- » Opportunity to organise a 1:1 online meeting with delegates registered for the conference
- » List of all delegates taking part in the conference with names, job titles and organisations
- » List of delegates with contact details of people who have opted to share details with sponsors
- » Opportunity to provide an electronic handout to delegates within post event materials
- » Opportunity to send post event company e-shot to delegates
- » 40 second video supplied by company to be included in a video loop during one or more coffee breaks

## Attendance

- » 4 complimentary places to attend the conference
- » Access to the speaker presentations and recordings of the conference after the event



the **skills** network

**SOLD OUT**

# VIRTUAL CONFERENCE LOBBY SPONSORSHIP

## Brand Exposure

- » Company logo to be included on the event website
- » Company profile (100 words) on event website with direct link to company website
- » Company sponsorship to be announced in an edition of the AELP weekly Countdown Newsletter for members
- » A copy of the branded graphics to promote involvement in the conference on social media
- » Acknowledgement of sponsor as part of the opening plenary session and in the closing remarks
- » Company logo to be included in branding of the lobby area
- » Company sponsor message to be included within the lobby area
- » Banner advert to be included in the lobby area
- » Company logo to be included in the virtual technical guidance

## Business Opportunities

- » Opportunity to supply 1-minute video to be played in the lobby area of the conference
- » List of all delegates taking part in the conference with names, job titles and organisations
- » List of delegates with contact details of people who have opted to share details with sponsors
- » Opportunity to provide an electronic handout to delegates within post event materials
- » Opportunity to send post event an e-shot to event delegates
- » 40 second video supplied by company to be included in a video loop during one or more coffee breaks

## Attendance

- » 2 complimentary places to attend the conference
- » Access to the speaker presentations and recordings of the conference after the event

**1 available at £4,750**

## *Want to increase your exposure?*

### **Add registration sponsorship to this package for £2,250**

- » Sponsor branding to appear throughout registration process for delegates
- » Sponsor logo to be included on the delegate booking confirmation email and incomplete booking email reminders
- » Sponsor message (50 words) and banner advert to be included in the booking confirmation for delegates with a direct link to sponsor company website



# CONFERENCE REGISTRATION SPONSORSHIP

## Brand Exposure

- » Company logo to be included on the event website
- » Company profile (100 words) on event website with direct link to company website
- » Company sponsorship to be announced in an edition of the AELP weekly Countdown Newsletter for members
- » A copy of the branded graphics to promote involvement in the conference on social media
- » Acknowledgement of sponsor as part of the opening plenary session and in the closing remarks
- » Sponsor branding to appear throughout registration process for delegates
- » Sponsor logo to be included on the delegate booking confirmation email and incomplete booking email reminders
- » Sponsor message (50 words) and banner advert to be included in the booking confirmation for delegates with a direct link to sponsor company website
- » 40 second video supplied by company to be included in a video loop during one or more coffee breaks
- » Banner advert to be included in lobby area

## Business Opportunities

- » List of all delegates taking part in the conference with names, job titles and organisations
- » List of delegates with contact details of people who have opted to share details with sponsors
- » Opportunity to provide an electronic handout to delegates within post event materials

## Attendance

- » 2 complimentary places to attend the conference
- » Access to the speaker presentations and recordings of the conference after the event

**1 available at £3,500**

# CONFERENCE SESSION SPONSORSHIP

## Brand Exposure

- » Company logo to be included on the event website
- » Company profile (100 words) on event website with direct link to company website
- » A copy of the branded graphics to promote involvement in the conference on social media
- » Acknowledgement of sponsored session within conference agenda
- » Acknowledgement of sponsor at the start of the sponsored session and in the closing remarks
- » 40 second video supplied by company to be included in a video loop during one or more coffee breaks
- » Company logo to be added to sponsored session within the lobby
- » Company logo to be included within the presentation slides of the sponsored session
- » Banner advert to be included in lobby area
- » A tweet from AELP Twitter account highlighting session and sponsors involvement

## Business Opportunities

- » Opportunity to produce sponsor script for session chair to read out at the start of the session
- » Opportunity to provide an electronic handout to delegates within post event materials
- » List of all delegates taking part in the conference with names, job titles and organisations
- » List of delegates with contact details of people who have opted to share details with sponsors

## Attendance

- » 1 complimentary place to attend the conference
- » Access to the speaker presentations and recordings of the conference after the event

**6 available at £1,500**





# Exploring the Chief Inspector's Report

*Preparing for the resumption of inspections*

**Contact the Events Team**

**E: [events@aelp.org.uk](mailto:events@aelp.org.uk)**

**T: 0117 947 2097**

**M: 07891 980 950**

