



UK  
Care  
Week

Digital

# MEDIA PACK

## Digital Events

Delivering the right audience for our sponsors and partners is always our priority when planning a digital event, and at UK Care Week Digital we ensure that your products, services, case studies or content are presented to the right people at the right time.

Our audience consists of decision makers, people with buying responsibilities and people who can recommend from nursing and residential home owners to directors and senior management teams within the social care industry.

POWERED BY:

[www.ukcareweek.com](http://www.ukcareweek.com)



- Free support, advice, education and training
- Voice your business concerns to experts
- Source buying solutions to overcome challenges
- Connect with the industry

## Why are our digital events so popular?

We call each of our digital events Industry Support Guides, we make sure that the content we deliver is topical and of relevant to the sector - we make sure that every curated content gives our audience **“the reason to believe”** !

Digital event allows you to engage with your prospects in a virtual environment:

- Networking - Live chats
- Content first - Educational conference programme
- Social - Attendees see your presence for peer-to-peer learning
- ROI - Lead generation opportunities across the platform

Our 2022 Digital Events provide an interactive and familiar event experience to help you reach them, wherever you are, online.

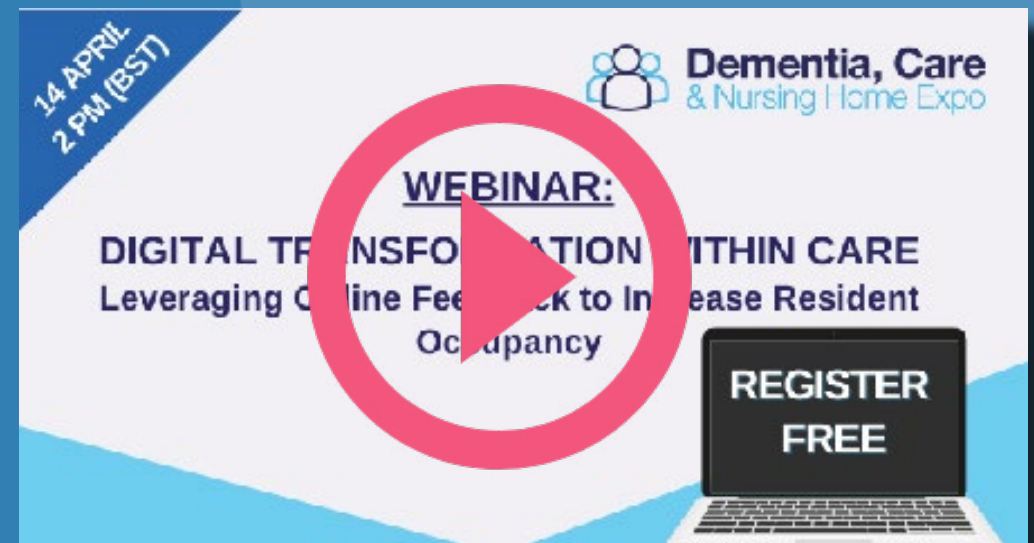
YOU HAVE TWO OPTIONS: WEBINARS AND EXPERT TOPIC SERIES.

**WEBINARS:** Turning presentations into real-time conversations wherever you are.

Our webinars will give you the opportunity to teach our audience and help them understand why your services or products are valuable. You can choose the topic and we will share the responsibility of educating our audience with you.

Webinars enable our partners to showcase their knowledge & industry expertise to a wide, engaged selection of our audience at once, with live polls and Q&A sections to foster engagement.

[www.ukcareweek.com](http://www.ukcareweek.com)



[CLICK THE ABOVE IMAGE TO WATCH ONE OF OUR WEBINARS!](#)

# New for 2022!

## EXPERT TOPIC SERIES:

Designed to build awareness and understanding around key and current issues in the sector through video content provided by you.

This monthly series of digital events focus on a range of specific subjects in the industry, bringing our audience bite-sized live seminars of 15-20 minutes from expert speakers and event partners, sourced by our Content Team.

We allow one sponsor per Topic Series - and on a first-come-first-served basis.

We provide a platform that holds these pre-recorded, thought-leading presentations, split by sessions, with a chat and Q&A function that will allow you to interact with our audience live.

[www.ukcareweek.com](http://www.ukcareweek.com)

## Topics for 2022:

February: Workforce - Recruitment, Retention, Skills & Training

March: Digital Transformation

April: Healthy Ageing

August: Tech Enabled Care

September: Sustainability

October: Care Environments

November: Mental Health & Wellbeing

# What's in it for you?

- Editorial-hosted live 1-hour bespoke webinar
- 1 Sponsor – Topic agreed with the sponsor
- 30 – 40 presentation with 10 – 15 minute live Q&A
- The presentation section can be made up of one or more people presenting, a panel discussion, a case study or going through some research.
- The presentation can be recorded and go out as live but we would recommend the Q&A being live
- 4-week marketing campaign using available channels including email marketing & social media
- Registration and attendee data passed to sponsor

## Webinars

- Topics feature list agreed by the content team
- 1-hour session
- 1 sponsor with 1 speaker slot
- 2/3 independent speakers invited by our Content team
- Panel Q&A
- 4-week marketing campaign using available channels including own web page, email marketing & social media
- All attendee data passed to the sponsor

## Expert Topic Series

[www.ukcareweek.com](http://www.ukcareweek.com)

The event saw representation from key industry professionals from the healthcare sector. On the left is a sample list of some of the main organisations who attend our digital events and sample job titles below:



- |                     |                              |
|---------------------|------------------------------|
| Area Manager        | Specialist                   |
| Care Home Manager   | Dementia Coach               |
| Care Quality        | Dementia Support Worker      |
| Assurance Officer   | Head of Care Management      |
| Owner               | National Dementia Lead       |
| Chief Executive     | Registered Care Manager      |
| Officer             | Registered Home Care Manager |
| Clinical Lead       | Nurse                        |
| Dementia Link Nurse |                              |
| Clinical Nurse      |                              |

If it's important for you to reach a relevant, engaged target audience. WE CAN HELP.

[www.ukcareweek.com](http://www.ukcareweek.com)

# TOP 5 REASONS WHY YOU SHOULD SPONSOR A DIGITAL EVENT:

1. Generate Leads
2. Awareness
3. Build Rapport
4. Build Credibility
5. Speed up your sales process

[www.ukcareweek.com](http://www.ukcareweek.com)

## Contact us

We are always looking for new formats and channels that support you and our community. Feel free to contact us to discuss your requirements.



Steve Todd  
Sales Manager  
[steve.todd@roarb2b.com](mailto:steve.todd@roarb2b.com)