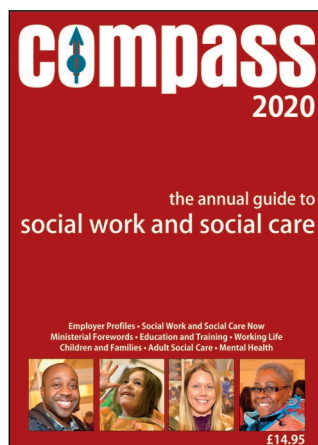


# Information for Universities and Training Organisations

*COMPASS – Supporting social work and social care education since 1999*



*Show yourself as a centre of excellence – be part of the next edition*



The highest circulation of any publication in the social work sector. Promote courses and training and highlight your expertise.

You can also be part of our next events

**4 March 2019** – BCEC, Birmingham

**13 May 2019** – Hilton Deansgate Hotel, Manchester

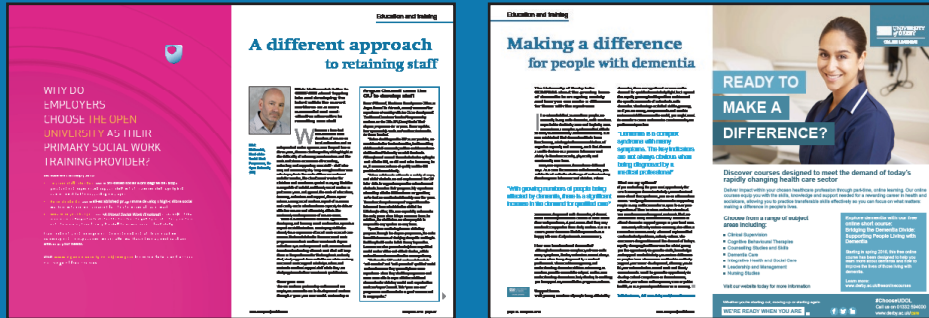
**11 November 2019** – Marriott Hotel, Grosvenor Sq, London

**compass**  
events • publications • training

# COMPASS, the annual guide to social work and social care 2020

COMPASS, the annual guide is invaluable to individuals interested in social work and social care as a career, and to those looking to progress to the next stage. As an annual publication, many universities and training organisations use this as a way of filling courses throughout the year,

whilst raising their profile as a centre of learning throughout the sector. With a copy handed out free of charge to every visitor to our events and a circulation of 30,000, advertising in COMPASS gives a direct contact with a readership interested in the training you provide.



## 30,000 sent to...

- Every member of BASW – The British Association of Social Workers
- Final year students on social work courses in the UK
- Visitors to COMPASS Jobs Fairs and other events
- Specialist COMPASS circulation to qualified social workers at all levels
- Local authority HR & workforce managers
- Training managers
- Principal social workers
- Members of the Association of Directors of Adult Social Services (ADASS)
- Members of the Association of Directors of Children's Services (ADCS)
- Members of the Scottish Social Services Council (SSSC)
- Members of the ADSS Cymru
- Assistant Directors of Social Services
- All social work university departments
- Social work course tutors
- Careers services in further education colleges

## Why use COMPASS?

- All advertisers are given a page on the COMPASS website for 12 months to list courses and can create a link to their own site. Alternatively you can have this web option without using the guide for the cost of £3200.
- Increase information for your students about their course options.
- Gives you access to individuals looking to apply for undergraduate and postgraduate courses.
- Editorial opportunities are available for all advertisers who wish to contribute.
- The majority of university advertisers in COMPASS renew year-on-year.
- Twelve-month shelf life.
- COMPASS has enabled organisations with postgraduate and distance learning courses to reach qualified social workers and has attracted individuals on to courses that relate to their chosen speciality.
- Gives the opportunity to advertise your training opportunities and new courses.
- Profile of individual courses and institutions through year-long advertising.
- Free copies to distribute at your careers days and other events. (To be requested at time of booking.)

## Cost and what is included

Full page advertisement	£2200
Half page advertisement	£1350
Quarter page advertisement	£1100

- Advertisement in COMPASS, the annual guide to social work and social care
- A dedicated page on [www.compassjobsfair.com](http://www.compassjobsfair.com) for 12 months
- Logo on the COMPASS homepage
- 10% discount on any exhibition stand booked for any COMPASS event
- 25% discount on any advertising placed in any event programme
- Inclusion in e-mail campaigns throughout the year

## COMPASS events

The leading social work and social care conference and exhibition in the UK

The COMPASS events provide you with a platform to speak to individuals and network with colleagues face to face. Exhibitors promoting their courses find that this is a cost-effective way to recruit students, to promote their organisation and to ensure that potential students have the correct information before applying to study on their courses. Our exhibitors recognise that a motivated, well-trained workforce is key to delivering excellent services.

The COMPASS events fulfil all your marketing needs under one roof. Nowhere else can experienced social workers, care workers and those pursuing a career in the sector meet so many exhibitors

face to face to discuss their professional development.

We hold seminars throughout the day and ensure they cover a wide range of subject areas including adult care, children & families, mental health and career support. The conference programme attracts a large and diverse range of individuals within the sector, from those looking for their first qualification to those looking for post-qualifying courses.

Developed in partnership with professionals, the seminars are informative and current, allowing those attending to keep up to date with sector news and build on their professional knowledge.



## Stand Costs

Different stand sizes to suit your marketing plan and to fit your budget

### Costs for exhibition stands

2m x 2m = £720      3m x 2m = £1080      3m x 3m = £1620

All stands are charged at £180 per square metre.

### Advertising in the exhibition programme

If booked with an exhibition stand at the same event a 50% discount will apply.

Full page colour	£1200	Half page colour	£600
<i>50% discount</i>	£600	<i>50% discount</i>	£300

Plus a dedicated page on [www.compassjobsfair.com](http://www.compassjobsfair.com)

### A page on the COMPASS website for 2 months included with your stand

This can include your social work course details and courses related to this specialism that would be relevant for workers in this sector. Our website is viewed by those wanting to attend the COMPASS events and individuals looking for more information about social

### A profile on our website will:

- Raise your organisation profile
- Drive traffic to your website
- Allow viewers to access your contact details
- Enable you to promote available courses to the right candidates
- Place your logo on our homepage with a link to your page

For more information about our events or COMPASS, the annual guide to social work and social care 2020 please contact Rik Clarke on **01892 784804** or visit [www.compassjobsfair.com](http://www.compassjobsfair.com)

## ***A Case Study*** ***University of Kent: Centre for Child Protection***

The University of Kent effectively used the products offered by COMPASS to promote courses and training over a six-month period. The results created more awareness of their online courses and training.

The exhibition stands at all three COMPASS events allowed them to have many in-depth conversations with interested professionals about the free online courses and training they offer. The University knew that to make the most of the event they had to get their message across to as many of the visitors as they could. Participating as a speaker in the conference also raised their profile on the day and prior to the event due to the publicity on the COMPASS website and through social media.

### **The campaign included**

- Exhibition stands at all three events
- A speaker slot for their social work lecturers
- Organisation profile for 12 months on the COMPASS website
- An advert in *COMPASS, the annual guide to social work and social care 2017*

As well as promotion at events, University of Kent featured in the Education and Training section of *COMPASS, the annual guide to social work and social care* and had a lecturer from the university contribute an article.

The University of Kent saw the benefits of working with COMPASS and were able to maximise all opportunities available to them, resulting in increased awareness for the courses and training they offer.

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*The staff were supportive and helpful and very professional. The day flowed smoothly and was scheduled well so that delegates had plenty of time to chat to us on the stands and allow a variety of activities without rushing people. There was a relaxed, friendly atmosphere and the venue was perfect for exhibiting. We will definitely be coming back next year.*

University of Kent

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## ***Testimonials from universities & training organisations***

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*Fantastic, original location and not a quiet moment, didn't manage to sit down all day. Great networking opportunity for businesses and individuals alike. Well done COMPASS for all the hard work once again.*

**Marek Zacharkiw – Marketing Executive  
Nottingham Trent University**

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*Very well run event, great opportunity to promote our courses to prospective students and social work professionals and managers. As a student I had the chance to visit other stalls and get information from employers and industry professionals. The most successful aspect of the day was the amount of sign ups for more information for our masters course.*

**Layla Harding  
University of Roehampton**

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*My overall impressions of the event were that it was very well organised and well attended with very good exhibitors from different areas. It was great to be able to support potential students who may wish to follow up a career in social work or health & social care professions.*

**Dr Azora Hurd, Senior Lecturer in Social Work and Social Care  
University of Wolverhampton**

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*Our first presence at the COMPASS Jobs Fair, this was a very useful networking opportunity. The majority of interest was from social work students graduating this year and looking for postgraduate SW programmes in the event of non-employment. Links were also made with social care agencies promoting practice opportunities for our current students. Contact was also made with organisations interested in supporting our service user/carer involvement in education, training and recruitment.*

**Karen Ward – Senior Lecturer  
Coventry University**

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