



# AI and the future of social work

## Exhibitor and sponsorship opportunities

## One-day summit



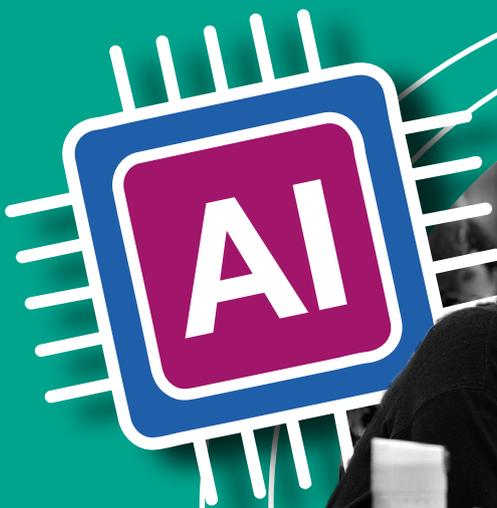
Hosted by Skills for Care  
with Social Work England



Wednesday 20 May 2026



Edgbaston Stadium, Birmingham



# About the summit

Artificial intelligence is transforming every profession and social work is no exception. As the technology continues to advance, social workers and their colleagues, people with lived experience need a voice in shaping how it's developed and used.

A one-day summit, hosted by Skills for Care with Social Work England will bring together employers, social workers, students, people with lived experience, policy leaders, technologists, AI experts and academics to explore AI's role in social work practice. The summit will be vibrant, engaging, and interactive – with an emphasis on networking throughout the day.

## This one-day summit will explore:

- How AI can enhance rather than undermine human-centred practice
- Real-world applications that make a difference to people's lives
- Ethical frameworks that protect rights and promote wellbeing
- Practical challenges and solutions from frontline experience
- The workforce implications of technological change

Main objective of the day will be the summit proposition:

**How can we harness the power of artificial intelligence to enhance - not replace - the human relationships, ethical judgment, and professional standards at the heart of social work?**

Through a variety of zoned areas including a main exhibition zone, keynote talks, interactive panels, and practical demonstrations attendees will engage with real-world examples of AI in action, discuss the risks and opportunities, and influence the future of AI in social work by sharing their experiences.



# Why join us?



## Visibility, connections and contacts

Being associated with the AI and the future of social work summit will give you enhanced visibility as a supporter of sector innovation and workforce development. It will help you to raise your profile and promote your products and services – not only at the event itself but in the lead up to it and afterwards too.

The channels promoting the summit will help you connect with new social work and care contacts.

The Skills for Care website features a dedicated summit page, while newsletters and social media from Skills for Care and Social Work England engage an audience of more than 100,000.

The event itself will give the opportunity to build relationships and provide you with real-time insights from practitioners and leaders about the challenges and opportunities the sector is experiencing now and planning for in the future.



**We expect upwards of 300 attendees at the event, giving you direct access to decision-makers and influencers in social work.**

## We expect these roles to attend:

- Sector system leaders
- Principal social workers
- Elected local authority Cabinet members
- Policy leaders from government
- Commissioners of social care services
- Academics and researchers in AI/social work
- Directors of Adult Social Services
- Directors of Children's Services
- Social care providers
- Integrated Care Systems (ICS) representatives

# The opportunities



## Exhibition

**£1500 + VAT**

The package includes:

- 2m x 1m exhibition space
- 2 x exhibition places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit

## Zone 1 package

**£2250 + VAT**

The package includes:

- 3m x 2m exhibition space
- 3 x exhibition places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit including in the Zone

## Networking zone package

**£1750 + VAT**

The package includes:

- 3m x 2m exhibition space
- 3 x exhibition places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit including in the Zone

## Zones 2 & 3 packages

**£2000 + VAT**

The package includes:

- 3m x 2m exhibition space
- 3 x exhibition places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit including in the Zone

## Roundtable zone package

**£1750 + VAT**

The package includes:

- 3m x 2m exhibition space
- 3 x exhibition places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit including in the Zone

## Summit supporter

**£1000 + VAT**

The package includes:

- 2 x delegate places
- Logo on the main Summit web page
- 150-word company profile on the Summit exhibitors & sponsors web page with link to your website
- Logo and link on Summit promotions
- Social media spotlight
- Logo, 150-word profile and contact details in Summit brochure
- Branding at the Summit



## Additional opportunities

Delegate bags provider  
£500 + VAT

Summit lanyards provider  
£500 + VAT

Main Summit web page and social media spotlights hosted by Skills for Care.

## Looking for something a little different?

Bespoke packages are available.

If you would like to express an interest in supporting or exhibiting at the AI and the future of social work summit please contact:

 [sarah.castello@skillsforcare.org.uk](mailto:sarah.castello@skillsforcare.org.uk)

 07779350939

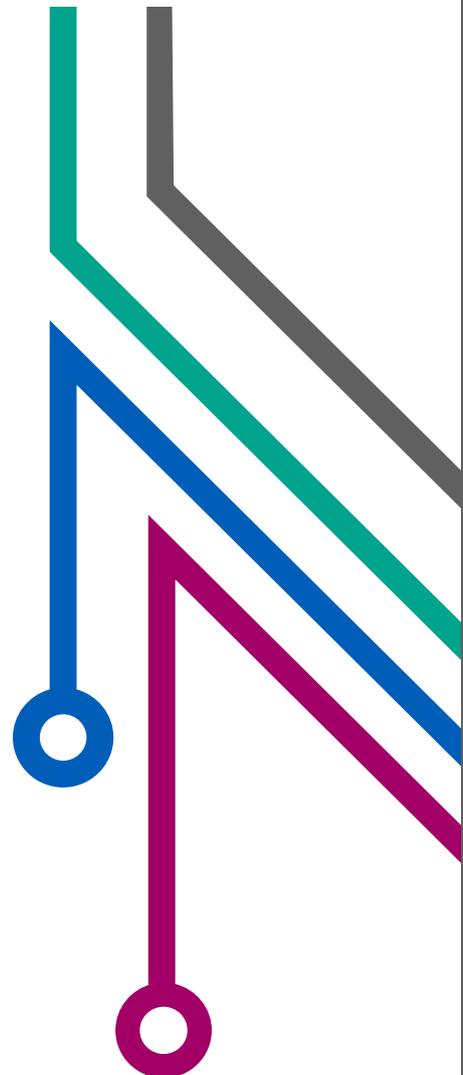
# About the summit hosts



**Skills for Care is the strategic workforce development and planning body for adult social care in England. We work with employers, Government and partners to ensure social care has the right people, skills and support required to deliver the highest quality care and support now and in the future.**

Social Work England is a specialist body taking a new approach to regulating social workers in their vital roles. We believe in the power of collaboration and share a common goal with those we regulate—to protect the public, enable positive change and improve people’s lives.

This event emphasises the importance of AI in social work and is a core element of the Workforce Strategy for Adult Social Care in England.



 **A Workforce Strategy**  
for Adult Social Care in England

Acceptance of a sponsor or exhibitor does not constitute or imply endorsement by the organisers of the sponsor’s products, services, or opinions.