



**YOUTH  
SPORT  
TRUST**

**CONFERENCE  
2022**

**inspiring  
changemakers**



**AWARDS DINNER**

Wednesday 2 March

**CONFERENCE**

Thursday 3 March

Coventry Building Society Arena



**Exhibitor  
packages**



**#YSTconference**

EXHIBITOR SPONSOR

**NEXUS**  
EDUCATION

# The Youth Sport Trust is the UK's leading charity improving every young person's education and development through sport and play.

Working together, we empower young people to achieve their own personal best and equip educators to change lives.

Sport gives young people a platform to have their voice heard and a place to feel they belong. We harness this extraordinary power to change young lives today and help them build a brighter tomorrow.

We run inclusive and innovative programmes that support young people to:

- improve health and wellbeing
- develop character and leadership
- promote inclusion and empathy

We work through physical education, bringing together communities of educators and equipping them with the training, practical tools and resources to achieve more for every child.

We are also a leading source of PE and youth sport news, insight and opinion.

In 2019/20, our targeted programmes provided opportunities for over 300,000 young people to enjoy the life-changing benefits of sport and play. Our athlete mentors, coaches and networks trained 100,000 young people and 20,000 teachers to lead and deliver inclusive sport and physical education.

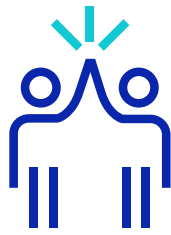
Our values of trust, responsibility, integrity and partnership working underpin everything we do.

Together we're transforming lives through sport and play.





## inspiring changemakers



We are proud to announce our 2022 Conference, Inspiring Changemakers. This is the networking opportunity of the year for our sector, and we want you to be part of it.

The crucial roles that PE, physical activity and sport play in the wellbeing of all members of a school have never been more evident than in the last 18 months. Evidence of growing inequalities has been met with a real determination to be there for the young people who need us the most, using the power of sport and play to improve both physical and mental wellbeing.

Our annual Conference will provide an opportunity for the sector to unite, explore the opportunities that have arisen from a period of such great challenge and look forward to the exciting potential of the coming years.

The programme has something for everyone, including our biggest ever line up of inspirational keynote speakers from the world of youth engagement, sport, leadership and education. We have a wide range of workshops and expert panels offering practical solutions and thought leading innovation.

There will be ample time for networking and visiting our large exhibition space and we invite you all to attend our star-studded awards dinner taking place on the eve of Conference, which will celebrate 10 years since 2012. More details on the awards and how you can get involved will be available in the coming weeks.

Now is the time to make real and lasting change happen for the benefit of your school and wider community. Our Conference will provide you with the tools, confidence and inspiration to make that happen.



## Premium £3,000+VAT

- Double stand
- NeXworking opportunity
- Advert within the conference programme
- Collateral\* in the delegate bags
- Four exhibitor passes
- Four tickets to the exhibitor lunch reception
- Four tickets to the Awards Dinner (night prior to the Conference & Exhibition)

## Standard Plus £2,400+VAT

- Double stand
- Advert within the conference programme
- Collateral\* in the delegate bags
- Two exhibitor passes
- Two tickets to the exhibitor lunch reception
- Two tickets to the Awards Dinner (night prior to the Conference & Exhibition)

## YST Supporter £2,250+VAT


- Single stand
- Two exhibitor passes
- Two tickets to the exhibitor lunch reception
- YST Supporter logo
- Logo on YST Supporter's website
- Monthly Partners & Supporters newsletter
- 10% off all YST business services
- Access to challenge fundraising events for staff
- Termly edition of YST Inspire
- Annual YST Impact Report

## Standard £1,500+VAT

- Single stand
- Two exhibitor passes
- Two tickets to the exhibitor lunch reception

## NGB/charity standard £950+VAT

- Single stand
- Two exhibitor passes
- Two tickets to the exhibitor lunch reception

 The Youth Sport Trust conference offers a superb opportunity to learn about and discuss current thinking and practice within sport and education. The workshops and presentations by leading authorities are well chosen and the whole event is a great way to meet teachers and educationalists.

This conference also gives us valuable insights into the areas we need to develop in order to provide the very best for our guests.

**GUY JONES**  
MARKETING EXECUTIVE – PGL TRAVEL LTD

Please note – all rates quoted are exclusive of VAT.  
\*All collateral needs to be provided by the exhibitor and will not be provided by Youth Sport Trust.

See page 5 for more information  
about **Nexus Nexworking**

For additional requirements or  
stand upgrades please contact  
[supporters@youthsporttrust.org](mailto:supporters@youthsporttrust.org)

## What is NeXworking?

These 'speed networking' events allow you to meet a number of pre-qualified schools specifically interested in what you offer and give you quantitative and qualitative feedback on your solution directly from your end users, in addition to valuable leads for your sales pipeline.

## How does NeXworking work?

Within the booking process, we survey every school to find out what their specific needs, interests, and wants are. We then use this information to build a bespoke session and match up providers to interested schools. This ensures the very best qualified opportunity for you on the day.

Each NeXworking session guarantees a minimum of 10 schools meetings, up to a maximum of 50 schools. The sessions run in a speed networking format where you will pitch to small groups typically of 3-4 schools at a time, for 13 minutes, before a bell will sound and the groups will rotate. This process repeats up to 7 times until you have spoken with ALL the delegates present.

Whilst sitting with you each delegate will fill in a feedback form scoring you on the potential impact, pricing, pitch, if they were aware of you previously and if and when they wish to carry on the conversation following the event. This will all be collated for you following the event and sent to you to analyse. The contact details of any schools wanting further follow ups from you will also be provided enabling you to quickly follow up on those all important leads!

## Why NeXwork?

- Meet **qualified** decision makers interested in what you offer.
- A proven, innovative format, perfected by Nexus Education, who have worked with over 2,000 schools and 200 providers via NeXworking.
- Get a guaranteed 13 mins in front of every delegate to talk about what you do and how you can help.
- Get a full feedback and leads report following the session enabling you to follow up quickly on those hot leads.

## Testimonials

Having attended 15+ events now, we find NeXworking is a great way to engage with schools, have meaningful conversations and generate a consistently good number of leads at each event as well as gaining valuable feedback.

Our sales cycle is quite long but we have already seen over a 40% return on our investment to date!

The Nexus team are extremely helpful, run their events well and are a pleasure to work with."

### PLAYFORCE

NeXworking sessions are by far the most engaging events we have done in the education sector!

### A GREENER SOLUTION

I think that NeXworking is a great way of interacting with schools. It is a completely different approach to how usual education conferences work and has generated a great amount of leads for us to follow up on.

### TOWERGATE INSURANCE

We wanted to build an events programme that was centred around quality providers being introduced to qualified schools whilst giving back to the clusters working with us. We came up with NeXworking – the only WHOLE market events platform in the UK working with school cluster groups. Our hands aren't tied by buzzwords or alignment to partners – we only invite providers to our events who are specifically matched to the needs of the group in our extensive qualification process. Come and find out why 98% of providers rebook with us and see a tangible ROI.-

**DAMIEN CHALLENGER AND MIKE REARDON**  
FOUNDERS, NEXUS EDUCATION

**NEXUS**  
EDUCATION

To find out more about adding NeXworking to your exhibition package, please contact the YST Business Development team – [supporters@youthsporttrust.org](mailto:supporters@youthsporttrust.org)



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Registered company number **4180163**

