

Local Government Annual Conference 2023

Responding to Future Challenges

23rd February 2023

**Silverbirch Hotel
Omagh**



LOCAL GOVERNMENT ANNUAL CONFERENCE OPPORTUNITIES

The 2023 Local Government Conference will consider how local government is Responding to Future Challenges.

The conference will address the economic context, financial restraints on councils, future trends and collaborative opportunities. There is no doubt that challenges lie ahead as we respond to financial restraints, meet our net zero obligations and revolutionise public services. For the sector to succeed it will require closer partnership with the private sector, understanding how local government can influence wider societal outcomes and a change in culture and mindset.

CONFERENCE SESSIONS

1. Future Landscape – What are the key drivers, future challenges and societal trends that councils will have to consider when planning for the future?
2. Improving local government performance – How do we raise the bar and collaborate with the private sector
3. Innovation & Cultural Change – **How do we create collaboration for innovation in local government?**

SPONSORSHIP OPPORTUNITIES

The conference offers a direct route to the leaders of the public sector in Northern Ireland, including central and local government departments, Ministers, Mayors / Chairs and other decision-making elected members and public bodies. Working with NILGA & SOLACE, you will be able to promote your organisation in a highly professional, focussed environment.

Conference 2023 is regarded as a key event that promotes networking, the sharing of knowledge, skills and ideas. NILGA represents the 'Voice of Local Government' in Northern Ireland, the event is supported directly by SOLACE, the local government Chief Executives and Senior Officers body with participation from the 11 councils, political parties and many more.

The main sponsorship opportunities are outlined below:

MAIN SPONSOR PACKAGE - £5,000 (+VAT)

- Prominent exhibition stand
- Development of short social media sponsor video to promote sponsorship and your organisation's role in the conference
- Regular social media posts on NILGA's platforms in the run-up to the conference to promote and activate your sponsorship
- As appropriate to the agenda, the opportunity to support one of the conference panel debates
- 4 free physical conference delegate places
- Prominent display of your corporate logo on printed literature, publicity materials and on the front cover of the conference pack
- Inclusion of your corporate logo, company message & contact details in conference brochure (350 words)
- Double page advertisement in the conference brochure - artwork to be supplied.
- Direct acknowledgement during opening remarks of the conference
- Promotion of sponsorship in the run-up to the event and post the event

CONFERENCE LUNCH SPONSOR PACKAGE - £2,500 (+VAT)

- Regular social media posts on NILGA's platforms in the run-up to the conference to promote and activate your sponsorship
- 2 free conference places
- Opportunity for a 5-minute speech / video presentation before the lunch
- Inclusion of your corporate logo, company message and contact details in conference brochure (150 words)
- 1/2-page colour advertisement in the conference brochure – artwork to be supplied.

