

CHAMPIONING SOCIAL CARE
INVITES YOU TO

**MAKE
CHANGE
HAPPEN**

WITH WHO CARES WINS 2026

**WHO
CARES
WINS!**



“Who Cares Wins is the national care careers conference inspiring young people to pursue rewarding careers in social care by fostering active citizenship, challenging stereotypes, driving innovation, and developing future leaders.

Now in its third year, the aim of the 2026 event is to invite young people to see the different sides of social care that they can build a career in; building strong links with providers and industry, and creating a dynamic, impactful care community.”





WHY YOU SHOULD BE INVOLVED

One in eight 16-24 year olds are NEET
(Not in Employment or Educational Training)

Every year, thousands of young people leave school with no clear path to follow. Social care desperately needs them - but do they even know we are here? Even those who are familiar with social care often do not truly understand the breadth of careers available, or just how much of a difference they could make.

Who Cares Wins is leading the way in inspiring young people to seek a career in care. Our Partners and Exhibitors will be supporting a unique event at the core of a broader programme to bring together care providers and the workforce of the future.

Care doesn't just deserve to be seen - it should be valued, celebrated, and chosen by the next generation.

**18-24
YEAR-OLDS
MAKE UP
ONLY 8%**
of the adult social care
workforce compared to

13% of the retail workforce + **50%** of all waiters and waitresses



THE OPPORTUNITY



WHO CARES WINS!



championing social care

WHAT WE OFFER TO OUR EXHIBITORS

Exhibitors will have a fantastic opportunity to engage directly with students who will be your team of the future. We will have a dedicated, flexible exhibition space and we encourage you to be as creative and eye-catching as you can be.

In return for a donation of £750 (or £500 for early bookings!), **exhibitors** will be guaranteed:



Acknowledgement in our pre-event promotion



Prominent recognition in collateral produced for use on the day (including on-screen)



A stall in the main auditorium

WHO CARES WINS 2024: LOOKING BACK AT OUR IMPACT

Watch the video, to hear from some of 2024's attendees and to learn more about the impact this event has on young people from all walks of life.



The video link below will take you to our YouTube channel



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social care

CHANGING ATTITUDES; CHANGING LIVES



WE CAN



Inspire Active Citizenship and Kind Leadership:

Encouraging a culture of empathy, kindness, and responsibility among young people.



Challenge Preconceptions:

Dismantle outdated stereotypes about working in care, showcasing the sector's dynamic and impactful nature.



Drive Change in the Care Sector:

Advocate for innovative practices, policies, and approaches to improve the quality and perception of care work.

Through engaging sessions, influential speakers, exhibitions and interactive workshops, Who Cares Wins fosters a supportive community committed to making a positive difference in care.

THE EVENT: HOW IT WORKS



HOW IT WORKS

1

Engaging with students

We will bring together 500 students at a prestigious venue for a full day of learning, sharing and personal growth.

Sessions will be led by experienced speakers, with a strong emphasis on stories from those who have 'been there and done it'.

2

Access to recruiters

Care providers and recruitment specialists will have interactive stalls and lead sessions that will give students direct advice on applying for and working in the sector.

3

Post-event

We will provide teachers with the materials to support learning in their own schools and colleges.

We will also use the event to start to build an idea of students' movement into the sector, following the progression of attendees who take up roles and start to build careers within the care sector.

GROWING THE IMPACT OF WHO CARES WINS

We will grow the impact of **'Who Cares Wins'** by building a lasting relationship with the students who attend - monitoring changes in their attitude to working in care.

Working with research partners will enable us to track and deliver high quality analysis over a period of time.



WHAT ELSE WILL WE DO?

Our mission is to make **Who Cares Wins** a nationally renowned programme, that supports the growth of the care sector's future workforce.

In time, we want to create the capacity to take our message 'on the road' by creating materials that others can use; by partnering with organisations that hold similar events and have similar aims; and potentially by holding versions of the WCW event across the country.



**LET'S
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**WHO
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