

Hold the date!

6th International Carers Conference
Opening Reception Thursday 3rd
Conference and broadcast
Friday 4th – Sunday 6th September 2015
Gothia Towers, Gothenburg, Sweden

Care and Caring: Future proofing the new demographics

How we manage care and caring in the face of demographic change increasingly dominates social policy, research and practice. The 6th International Carers Conference – to be held from 3-6th September 2015 in Gothenburg, Sweden and co-hosted by the Swedish Family Care Competence Centre, Carers Sweden and Carers UK – will challenge the international community to take a fresh look at an enduring issue. Caring is everybody's business!

If you are a strategic decision maker, practitioner, policy maker, researcher, health and care service or technology provider – anyone with an interest in care and its impact – this event is for you. Attending will allow you to share expertise and experience, explore innovation and seek real solutions to the care crunch.

The conference will focus on four key themes:

- Health, social care and well-being: how do modern societies and economies manage care in the face of demographic change and more mobile populations?
- Combining work and care: how can we support people to manage their working and caring lives, contributing to economic and social sustainability?
- Paying for care: how can we share the costs of care between the individual, family, community and the state? How can we ensure there is a vibrant market for care?
- Technology-enabled care and support: how can new technologies support the delivery of care, transform the lives of individuals and families and drive economic growth?

The speaker line-up will be world-class with keynotes and seminar presentations from across the globe. Join with colleagues from Sweden and the UK, mainland Europe and as far afield as Australia and India, China and the USA, to add your voice to the international debate.

For more details and to register your interest see www.carersconference.com





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Who Should Attend

- Governments, European institutions and International NGO International Carers organisations and their members
- Government Departments of Health and Social Service
- Insurance and care financing agencies, organisations and companies
- Financial services companies
- Local and State and Municipal officers responsible for health and social care
- Disability and specialist health charities supporting those in care and carers
- Housing and equipment companies
- Telecoms and online product developers with services for caring and carers
- Researchers and practitioners
- Swedish carers and caring organisations

It is anticipated that the delegates will number in the region of 800 attending and the online audience will be in the region of 250,000 over the period of the campaign.

Exhibition and Sponsorship

The opening reception on Thursday 3rd September will be held in the exhibition of the conference. There will be a wide range of stands and posters in the catering area, over the following three days of the conference. If you are interested in showcasing your organisation or your work to this audience, please contact katrina.wright@neilstewartassociates.co.uk or call her on **+44 20 7324 4330**.

There are many opportunities to be prominent in front of this audience; whether you want to promote your brand and logo, your people or your material. Seminars, badges, dinner and receptions, the registration desk and signage all offer the chance to spread your logo and message. The conference will be filmed and **broadcast live** around the world and hosted online for access afterwards. The broadcast also provides additional opportunities for pushing out your message. The videos, podcasts and slides will be watched live all over the world and many thousands will also access the material online in the weeks and months after the conference.

Find out more about opportunities from katrina.wright@neilstewartassociates.co.uk
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