

**Governors for Schools: Free webinar series delivered with Better Governor**

Sponsoring high quality training for the school governance community

Governors for Schools have developed and delivered a highly popular and successful free webinar series available to the state funded school governance community over the past five years. The series consists of six to seven webinars each academic year, with at least two being delivered each term.

The webinars are led by Better Governor experts Steve Barker and Linda Waghorn. Each topic is carefully discussed and selected to capture current issues and thinking and to be as relevant as possible to attendees. This approach is particularly important in the current educational climate of fast change, funding pressures and a lack of stability at national level. All webinars are recorded and uploaded to our website and YouTube channels with downloadable slides to extend their reach and allow attendees to watch back as needed. You can find recordings of our past webinars [here](#).

In academic year 2023-24 we have held five Better Governor webinars to date, with a sixth webinar due to be held in late June – These are detailed below:

<b>Title</b>	<b>Unique live attendees</b>	<b>YouTube watch backs – as of 16.05.2024</b>	<b>Live audience rating – out of 10</b>
Looking at behaviour	222	322	8.96
Exploring the Ofsted Leadership and Management judgement	265	412	9.05
School Performance Data	274	319	8.88
Asking the right questions	361	264	9.00
The new school governance guides	211	136	8.43
A final webinar due to be held in June 2024			
<b>Total</b>	<b>1,333</b>	<b>1,453</b>	<b>8.87</b>

This free to access webinar series delivers excellent additional value to the school governance community. A typical Better Governor webinar costs around £10 to access. By making these freely available to our extensive and diverse network of governance volunteers, we have delivered in excess of **£27,000** of free access to high quality information and guidance to attendees and those watching back. This figure is based on the combined live and watch back viewings of **2,786** individuals across 2023-24 to date.

The charity regularly receives positive feedback on our webinar series and an example of its reach is shared in the quote below.

“I have been recommending your webinars to all our governors and trustees and those that have joined the training, or watched it later, have commented that it is has been most useful. Thank you for producing these.”

*Trust Governance Lead within a mid-sized Multi-Academy Trust.*

<b>The ask</b>		
<p>Governors for Schools are seeking sponsorship and financial support to continue running this highly successful series and ensuring it remains freely accessible to the sector. Each webinar costs the charity £600 to run and we are seeking a sponsorship package of <b>£3,600</b> to cover our costs and allow us to continue to provide these free to the school governance community. The sponsorship would run alongside the academic year covering all of the series webinars between September 2024-25.</p> <p><b><i>Our costs per webinar are;</i></b></p>		
Speaker costs – Better Governor experts	£300 per individual webinar	This includes two speakers, content and slide creation as well as live and follow up Q+A
GfS staff/administration costs	£250	Setting up of events Marketing – via MailChimp Video editing Follow ups – queries and post webinar promotion
Zoom Webinar 500 costs	£50	The charity has a Zoom Webinar 500 subscription at £552 per year and this would pay for just over 50% of the total annual cost.
<b>The benefits o</b>		
<p>The charity will work with on a launch announcing your sponsorship of the webinar series highlighting this allows us to keep the webinars free for all.</p> <p>Governors for Schools will co-brand all of our collateral around the webinars with you as desired and feature your name and logo prominently in our marketing.</p> <p>Your messaging will be included in all email engagement for each session which goes out to thousands of subscribers in governance and school leadership roles. Similar messaging will also be included in the post-event emails that go out after each session.</p> <p>The charity will liaise with our you regarding subjects for the webinar series where this is desired.</p> <p>Governors for Schools will work with you to deliver the seventh session of the series – and are more than happy for this to be led by you as a way of raising your profile within the governance sector.</p> <p>Our current sponsors are delivered a session on 16<sup>th</sup> May 2024 with over 450 governors registered to attend.</p> <p>To discuss this sponsorship package, please reach out to Emma Hawker, Impact and Projects Manager, at <a href="mailto:Emma.Hawker@governorsforschools.org.uk">Emma.Hawker@governorsforschools.org.uk</a></p>		
<b>Total Cost:</b>	<b>£3,600</b>	