

B Please Invoice my Organisation

Authorised signature \_\_\_\_\_  
Please print name \_\_\_\_\_

**Special Requirements**

	Delegate	Partner
Diet	_____	_____
Audio	_____	_____
Visual	_____	_____
Access	_____	_____

**Partner Booking Details**

Partners of all delegates are welcome to attend the conference at an additional cost of £225.00 plus VAT.

First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Address for Correspondence \_\_\_\_\_  
\_\_\_\_\_  
Telephone Number \_\_\_\_\_

For catering and administrative purposes, please provide details of your planned attendance at the event. All accommodation will be in either a twin or double room with your partner. Access to the leisure facilities at Crieff Hydro Hotel is also available to partners.

**Partner's Attendance Schedule**

(please tick)

- Accommodation on Wednesday 12 May
- Accommodation on Thursday 13 May
- Tea/coffee, lunch on Wednesday 12 May
- Tea/coffee, lunch on Thursday 13 May
- Tea/coffee, lunch on Friday 14 May
- Pre-dinner reception, dinner & entertainment on Wednesday 12 May
- Pre-dinner reception, dinner & entertainment on Thursday 13 May

Amount payable £225.00  
Please add VAT at 17.5% £39.37  
Total amount due to COSLA = £264.37

I enclose a cheque for the amount shown above made payable to COSLA.

Further information is available from:  
Linda Bruce • Tel 0131 474 9228 • Email linda@cosla.gov.uk

**Accommodation**

The 2010 conference will be held at the Crieff Hydro Hotel and it is anticipated that all delegates will be accommodated either in the hotel itself or in the cottages in the hotel grounds. Crieff Hydro Hotel is Scotland's leading leisure resort. All accommodation must be booked through COSLA by Friday 23 April 2010. We are unable to guarantee accommodation for forms received after this date.

Situated in the picturesque Strathearn Valley within Perthshire, Gateway to the Highlands, the resort is an hour's drive from both Edinburgh, Glasgow and Dundee and only 17 miles from Perth.

For further information regarding the hotel or accommodation, please contact:  
Linda Bruce • Tel 0131 474 9228 • Email linda@cosla.gov.uk

**Exhibiting**

The exhibition is an integral part of the conference, attracting a wide variety of organisations working in both the public and private sectors. Tea/coffee will be served in the exhibition areas to ensure that exhibitors have the chance to meet with delegates. ADSW has given particular attention this year to the exhibitions, ensuring a range of relevant products will be available to view that may support delegates in their drive for improvement within the Scottish context.

For technical specifications please contact:  
Tricia MacFarlane • Tel 0131 474 9217 • Email tricia@cosla.gov.uk

**Advertising**

The official conference handbook contains essential programme and speaker information and is distributed to all delegates attending the conference. There is a limited amount of advertising space available in the handbook which will be A4 size and printed in full colour.

The following rates will apply:

Full page	£450 plus VAT
Half page	£280 plus VAT
Quarter page	£200 plus VAT

For technical specifications please contact:  
Linda Bruce • Tel 0131 474 9228 • Email linda@cosla.gov.uk

**Sponsorship**

Sponsoring one particular aspect of the conference brings its own list of benefits and related costs. Organisations may also contribute to the cost of one of the options shown below with recognition in the Conference Handbook.

For estimated costs or to discuss your contribution, please contact:  
Linda Bruce • Tel 0131 474 9228 • Email linda@cosla.gov.uk

**Options**

Conference dinner(s)	Tea/Coffee
Evening entertainment package	Complimentary gifts
Evening pre-dinner reception(s)	Night-cap drinks
Supply of wine and corkage	Conference writing pads
Lunch(es)	

**Promotional Literature and/or Complimentary Gifts**

An opportunity exists for including promotional literature or small complimentary gifts in the Delegate Briefcase at a cost of £150 plus VAT. Approximately 400 copies or gifts would be required.

For further information regarding the hotel or accommodation, please contact:  
Linda Bruce • Tel 0131 474 9228 • Email linda@cosla.gov.uk

**Annual Conference and Exhibition 2010**

Wednesday 12 - Friday 14 May 2010 | Crieff Hydro Hotel



In partnership with  
**OLM**  
Group

**Working Together -  
Shaping the Future**

## Message from Michelle Miller

Vice-President, ADSW



The delivery of support, care and protection services is facing unprecedented challenges. A challenge to traditional models of service delivery arising from increased expectation of quality, individual control and choice. A challenge to traditional professional demarcation that demands flexibility and sometimes uncomfortable compromise. The challenge of consistently rising demand projected over decades. All within the context of a serious recession and the consequences of that on public service funding, particularly in a climate of intense and often hostile media coverage.

A depressing picture? No - one of real opportunity to shape the future - a future that reflects the traditional values of social justice and empowerment and that reflects what we all expect of our services for ourselves. That can't happen without us embracing very significant changes in our approach to service delivery. The Annual Conference will explore how we might make these changes - whole system changes, changes to our ways of both thinking and doing, to create the context within which our vision for modern, responsive, high quality public services can deliver what we need them to.

The conference will be chaired by Glenn Campbell, BBC Scotland's political commentator and speakers will include:

- Adam Ingram MSP, Minister for Children and Early Years
- Dr Harry Burns, Chief Medical Officer for Scotland
- Peter Hay, Strategic Director Adults and Communities, Birmingham City Council
- Annie Gunner Logan, Director of Community Care Providers Scotland
- John Carnochan QPM, Detective Chief Superintendent, Head of Scotland's Violence Reduction Unit
- Lars-Goran Jansson, President of the European Social Network
- Professor Bill Whyte, Edinburgh University
- Sheriff Lindsay Wood, Glasgow Sheriff Court
- Camila Batmanghelidjh, Founder and Director, Kids Company
- Jon Snow, Broadcaster

The conference will provide opportunities for debate and discussion on some of our key aspirations and the challenges we face: from public health to personalisation; from resources to scrutiny; as well as the chance through workshops to consider in more detail some award-winning service developments, and through extended exhibition arrangements to explore innovative approaches to services and technology.

## Plenary Sessions and Workshops

The Association of Directors of Social Work Annual Conference will commence at 9.45 am on Wednesday 12 May (registration from 8.00 am) and concludes at lunchtime on Friday 14 May. The conference programme is designed to provide delegates with a range of speakers giving different perspectives on the delivery of social work and social care services. The conference aims to be informative and to encourage debate amongst delegates, through interactive plenary sessions and carefully selected topical workshops, which offer a chance for delegates to look in more depth at examples of new and emerging good practice. Below are some examples of the issues that will be covered in both the main sessions and the workshops to reflect the theme of the conference '**Working Together - Shaping the Future**':

- personalising services - the 'how' rather than the 'what';
- innovation in times of severe resource constraint for both workforce and service development;
- taking a public health approach to social care;
- empowering our communities;
- developing useful, targeted and proportionate scrutiny;
- the importance of evidence based practice and research literate practitioners.

These issues will be tackled not only from a Scottish public service perspective, but from a UK, European, private sector and media perspective.

## The Cost for 2010:

Attending as a Full Residential Conference Delegate will cost **£585** plus VAT.

Included in the Full Residential Conference Delegate fee are two nights' accommodation on Wednesday 12 and Thursday 13 May. The fee also includes attendance at the more informal Conference Dinner on Wednesday 12 May and at the Association's Conference Dinner on Thursday 13 May. It also includes pre-dinner receptions and entertainment on both nights. Lunch and tea/coffee on both days are also included.

## Delegate Attendance Options

The following flexible attendance options allow you to attend the conference on a basis which best suits your needs. These changes are in response to customer demand and reflect delegates' increasing workplace commitments. Please read the options and mark your choices on the booking form.

### Option 1

#### Full Residential Conference Delegate

Accommodation on Wednesday 12 and Thursday 13 May, and attendance at all sessions, including tea/coffee and lunch on Wednesday 12, Thursday 13 and Friday 14 May. Pre-dinner reception and dinner on 12 and 13 May.

### Option 2

#### Day Delegate on Wednesday 12 May

Attendance at all sessions, tea/coffee and lunch on Wednesday 12 May. Does **NOT** include accommodation or attendance at pre-dinner reception and dinner.

### Option 3

#### Day Delegate on Thursday 13 May

Attendance at all sessions, tea/coffee and lunch on Thursday 13 May. Does **NOT** include accommodation or attendance at pre-dinner reception and dinner.

### Option 4

#### Day Delegate on Friday 14 May

Attendance at all sessions, together with tea/coffee and lunch on Friday 14 May. Does **NOT** include accommodation or attendance at pre-dinner reception and dinner.

### Option 5

#### Accommodation on Tuesday 11 May

Bed & Breakfast at the Crieff Hydro Hotel on the night of Tuesday 11 May.

### Option 6

#### Accommodation on Wednesday 12 May

Bed & Breakfast at the Crieff Hydro Hotel on the night of Wednesday 12 May.

### Option 7

#### Accommodation on Thursday 13 May

Bed and Breakfast at the Crieff Hydro Hotel on the night of Thursday 13 May.

### Option 8

#### Pre-Dinner Reception and Dinner on Wednesday 12 May

Attendance at the pre-dinner reception, dinner, and entertainment on Wednesday 12 May.

### Option 9

#### Pre-Dinner Reception and Dinner on Thursday 13 May

Attendance at the pre-dinner reception, ADSW Annual Dinner with entertainment on Thursday 13 May.

### Option 10

#### Pre-Dinner Reception and Dinner, including overnight accommodation on Thursday 13 May

Attendance at the pre-dinner reception, ADSW Annual Dinner with entertainment and overnight accommodation on Thursday 13 May (*ADSW members only*).

## Delegate Booking Form (Tear Off)

Please photocopy this form for each delegate attending and return it to: Linda Bruce at COSLA, Rosebery House, 9 Haymarket Terrace, EDINBURGH EH12 5XZ by Friday 23 April 2010.

### Delegate Details

First Name	<input type="text"/>
Surname	<input type="text"/>
Designation	<input type="text"/>
Organisation	<input type="text"/>
Address for Correspondence	<input type="text"/>
Telephone Number	<input type="text"/>
Fax Number	<input type="text"/>
Email Address	<input type="text"/>

### Attendance Options and Costs

Delegates are invited to 'pick and choose' the most appropriate options. For a description of all the options, please refer to the notes overleaf. We regret that **NO REFUNDS CAN BE MADE**, although delegates may substitute, providing reasonable notice is given. Prices are shown excluding VAT.

Full Conference Options	Cost	(please tick)
1 Full Residential Conference Delegate (includes everything listed below <b>except</b> accommodation on Tuesday 11 May)	£585	<input type="checkbox"/>
2 Day Delegate on Wednesday 12 May	£190	<input type="checkbox"/>
3 Day Delegate on Thursday 13 May	£190	<input type="checkbox"/>
4 Day Delegate on Friday 14 May	£125	<input type="checkbox"/>
5 Accommodation on Tuesday 11 May	£98	<input type="checkbox"/>
6 Accommodation on Wednesday 12 May	£98	<input type="checkbox"/>
7 Accommodation on Thursday 13 May	£98	<input type="checkbox"/>
8 Pre-Dinner Reception, Dinner and Entertainment on Wednesday 12 May	£67	<input type="checkbox"/>
9 Pre-Dinner Reception, Dinner and Entertainment on Thursday 13 May	£77	<input type="checkbox"/>
10 Pre-Dinner Reception, Dinner and After-Dinner entertainment on Thursday 13 May, including overnight accommodation ( <i>ADSW members only</i> )	£140	<input type="checkbox"/>

Please indicate preferred room type:      **Double**    **Twin**    **Single**    **Cottage**

                

### Payment

Please choose one of the following payment schemes (A or B)

A <input type="checkbox"/>	Amount Payable	<input type="text"/>
	Please add VAT at 17.5%	
	Total amount due to COSLA	<input type="text"/>

I enclose a cheque for the amount shown above, made payable to COSLA. A VAT invoice will be sent with your confirmation.