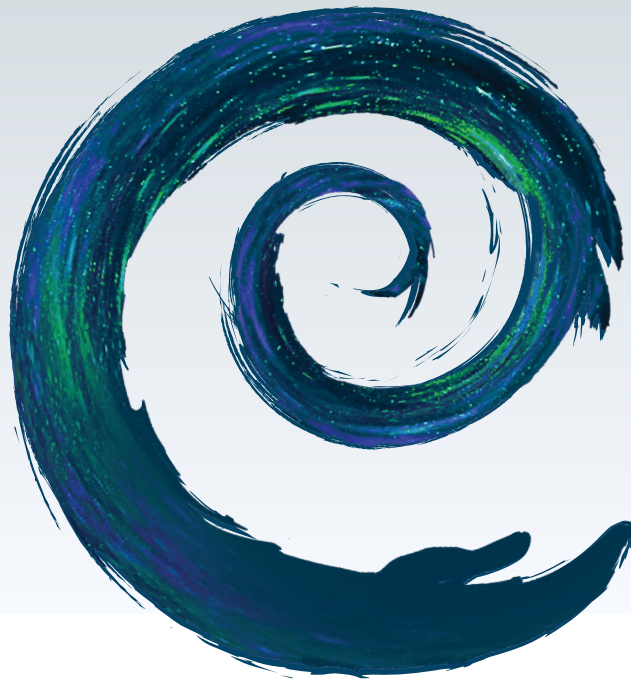


# Annual Virtual Continuing Education Conference

Wednesday, June 7th & Thursday, June 8th 2023



**SOCIAL WORK & WELLNESS**  
SUCCESES AND OPPORTUNITIES IN **TRANSCENDING CHAOS**



**SPONSORSHIP  
OPPORTUNITIES**

 SOCIAL WORK IN THE CITY 

The 2021 update to the NASW Code of Ethics addresses the importance of professional self-care. We ask social workers to share with their fellow professionals: how do you promote wellness? What does promoting wellness look like, not only within the communities we serve, but within ourselves as well?

Within these past few turbulent years – socially, politically, mentally, and medically – let's look to celebrate the work social workers accomplish, especially in times where we're expected to thrive. How do social workers succeed when facing seemingly insurmountable challenges while also mitigating their own turmoil? What does success in these spaces look like? What tools and resources do social workers have to achieve these successes?

With this year's NASW-NYC's annual continuing education conference, which includes keynote presentations, continuing education workshops, networking opportunities, and sponsorship exhibits; we ask social workers to consider the above and share their successes and opportunities in transcending chaos while keeping their wellness, as well as those they serve, first.



Follow us at @NASWNYC  
#SocialWorkInTheCity  
#NASWNYC  
#SWITC  
#NASWNYCCon  
#NASWNYCEducates

National Association of Social Workers - New York City Chapter is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0027 and for CASAC credits under NYS OASAS #0288.





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*Executive Director*



**Emilio Tavaréz, MSW**  
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*Director of Education*

**Angelique I. Rodriguez**  
*Manager, Community Engagement & Volunteer Initiatives*

**Kalliope (Kelly) Moskos**  
*Executive Assistant/Coordinator of Chapter Relations*



# Welcome



The National Association of Social Workers (NASW) is the largest organization representing social workers in the world. The New York City Chapter of the National Association of Social Workers (NASW-NYC) is one of the largest chapters of NASW in the country. Founded in 1955, NASW-NYC represents professional social workers who are working throughout the five boroughs, primarily in public and non-profit organizations.

## Our Purpose

The National Association of Social Workers - New York City Chapter aims to support and create opportunities through impactful programming and advocacy so that NYC social workers can elevate their careers, further develop their professional skills, and have a space where they feel a sense of belonging.

## Our Mission

NASW-NYC exists to support and empower its members to enhance the social work profession and affect change in the arenas they serve.

## Our Vision

The NASW-NYC, powered by its diverse membership, effectively promotes the value and visibility of the social work profession, enhances the profession's credibility and influence at state and local levels, and assures that the social work profession remains highly relevant and effective in the years ahead, both for the communities that social workers serve and for future generations of social work professionals.



# Agenda



## Wednesday, June 7th

Day 1 - 9:00 am to 4:00 pm EST

- |          |                             |
|----------|-----------------------------|
| 9:00 am  | <b>Welcome</b>              |
| 9:05 am  | <b>Introduction Remarks</b> |
| 10:00 am | <b>Keynote Speaker</b>      |
| 11:00 am | <b>Sessions - Round 1</b>   |
| 1:00 pm  | <b>Lunch Break</b>          |
| 1:45 pm  | <b>Sessions - Round 2</b>   |
| 3:45 pm  | <b>Closing Remarks</b>      |
| 4:00 pm  | <b>Wellness EXPO</b>        |

## Thursday, June 8th

Day 2 - 9:00 am to 2:00 pm EST

- |          |                           |
|----------|---------------------------|
| 9:00 am  | <b>Welcome</b>            |
| 9:05 am  | <b>Conference Opening</b> |
| 9:15 am  | <b>Keynote Speaker</b>    |
| 10:15 am | <b>Sessions - Round 3</b> |
| 12:15 pm | <b>Lunch Break</b>        |
| 1:00 pm  | <b>Closing Speaker</b>    |
| 1:50 pm  | <b>Closing Remarks</b>    |
| 2:00 pm  | <b>Wellness EXPO</b>      |
|          | <i>Event Adjourn</i>      |



## WHAT IS SOCIAL WORK IN THE CITY?

- \* Participants will interact with speakers during sessions and have the opportunity to choose from multiple workshops to get a total of 9 continuing education hours.
- \* Participants will connect with their fellow professionals on a deeper level through shared learning, immersive experiences, and a virtual sponsor expo to learn what some social work organizations are doing today.
- \* We will focus on education as well as provide opportunities for participants to reflect on how social workers can continue to create positive impact and inspire others in these challenging times.
- \* Appreciation of NASW-NYC sponsors and leaders who support and influence the social work profession.

## WHO IS JOINING?

- \* May reside in the Greater New York (or Tri-State Region – NY, NJ, CT)
- \* All backgrounds (ethnicity, national origin, etc.), preferences, religions, languages, sexual orientations, gender identities, abilities
- \* Licensed Master Social Workers (LMSW) and Licensed Clinical Social Workers (LCSW), who hold social work licenses in New York State
- \* MSW students, social workers, and other allied health professionals





## WHERE WILL YOUR BRAND BE?

- \* Word of Mouth - Referral, and Announcements during our other events
- \* Featured Across NASW-NYC Social Media Platforms: LinkedIn, Instagram, Facebook, Twitter
- \* Featured Prominently on Website's Conference Landing Page for months following the conference (30,000 annual visitors)
- \* Email Blasts to Our List serve of over 20,000 contacts
- \* Featured Throughout the Conference - opportunities through:
  - Acknowledgments during the conference
  - Advertisements in the conference adjournal
  - Virtual Expo - booth, and banner
  - Sponsorship of continuing education workshops of your choice

## WHY BECOME A SPONSOR?

- \* Share our diverse market scope
- \* Inspire participants to take action in social work
- \* Raise awareness of your brand/organization/school
- \* Connect with your targeted community of individuals
- \* Expand your reach into multicultural and multigenerational markets
- \* Associate your brand with the NASW, the professional organization of Social Workers

*Your sponsorship helps NASW-NYC facilitate meaningful and significant programming for our Members and Social Workers across the five boroughs and further supports the ongoing work the NASW-NYC Chapter does to advocate for NYC social workers and the social work profession.*



| <b>BENEFITS</b>                                                                                                                                                        | <b>Supporter<br/>\$1,000</b> | <b>Advocator<br/>\$2,500</b>    | <b>Social<br/>Worker<br/>\$5,000</b> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|---------------------------------|--------------------------------------|
| Organization name prominently displayed as a sponsor on NASW-NYC's conference landing page (30,000 annual visitors)                                                    | 1 month                      | 3 months<br>Hyperlinked<br>Name | 6 months<br>Hyperlinked<br>Logo      |
| Advertisement in digital conference journal                                                                                                                            | 1/4-page                     | 1/2-page                        | full-page                            |
| Two (2) acknowledgements during the event (welcome and closing remarks)                                                                                                |                              | *                               | *                                    |
| Pre-event recognition on social media channels and one-time post-event eblast advertisement thanking you for co-sponsoring (combined: approximately 25,000 recipients) |                              | *                               | *                                    |
| NASW-NYC memberships donated in organization's name                                                                                                                    |                              | 3                               | 5                                    |
| Organization name featured on conference workshops in digital conference journal, maximum 1 choice per workshop grouping                                               |                              | 1 workshop                      | 2 workshops                          |
| Virtual Expo: Static Banner with logo in expo lobby                                                                                                                    |                              | *                               | *                                    |
| Virtual Expo Booth (logo, promo video, product placement PDF)                                                                                                          |                              |                                 | *                                    |
| Logo featured in Zoom background during welcome and closing remarks                                                                                                    |                              |                                 | *                                    |
| Logo featured on screen thanking you for co-sponsoring during the entire lunch time, both days                                                                         |                              |                                 | *                                    |
| One-time pre-event national advertisement through NASW-National's social media channels recognizing your co-sponsorship                                                |                              |                                 | *                                    |

### **Friend of Social Work - Suggested starting at \$100**

- Monetary donation of your choice to go towards NASW-NYC
- Name on NASW-NYC's conference landing page for one - month

*\*All sponsorships are subject to co-sponsorship listing*

# See you at the Conference! **2023**

Click *HERE* to Become a Sponsor Today!

Questions regarding sponsorship should be directed to  
[contactus.naswnyc@socialworkers.org](mailto:contactus.naswnyc@socialworkers.org)

