The Key Leadership
Unlocking Leadership In The Early Years

THE KEY LEADERSHIP

MEDIA PACK 2021

UNLOCKING LEADERSHIP IN THE EARLY YEARS

ABOUT US

The Key Leadership was founded by two early years professionals in February 2020 in response to a gap in the sector for support for early years leaders and aspiring leaders. Together, Kelly and Bev have created a community where already over 2,000 people come together daily to access news and learning opportunities and share best practice across the sector and within their communities.

Building on this remarkable success, The Key Leadership is committed to:

- Continuing to keep leadership as its main focus.
- Growing its community through digital communication
- Delivering breaking news as it happens, to keep leaders informed
- Showcasing relevant sector-led case studies and best practice
- Developing The Key Leadership's Facebook group to encourage daily conversations on sector relevant issues and concerns

The Key Leadership has an indepth understanding and empathy for the early years sector. Their communication is always thought-provoking and memorable.

KATHY BRODIE | EARLY YEARS CONSULTANT | 2020

TARGET AUDIENCE

The Key Leadership provides a positive and warm environment where early years leaders and nursery managers can share best practice, discuss concerns, establish a voice for change and enhance their own skillset and learning opportunities from likeminded professionals and their peers. This is a community designed to appeal to early years leaders and nursery managers or those aspiring to make a positive difference to the sector. Inclusivity is one of our core values. The Key Leadership will benefit experienced and inexperienced managers and leaders - also welcoming those who may be coming back to the sector after a career break.

"Kelly and Bev at The Key Leadership have worked with NMT on several editorial pieces. Their vast knowledge of the early years sector and leadership management gives them a unique perspective which results in informative and thought-provoking articles. The 'Ask the Key' segment has been a very popular addition to NMT."

BRIONY RICHTER | EDITOR, NURSERY MANAGEMENT TODAY | 2020

WHY US?

Together, Kelly and Bev combine over forty years of experience within the early years sector and are united in their passion to raise the quality of childcare and education through supporting likeminded practitioners who strive to improve our young children's experiences and outcome.

By providing sector leaders across the country with a range of resources, free of charge, Kelly and Bev encourage best practice, unique and strong leadership, empowering setting managers and professionalising the sector.

Member Benefits

- Leadership resources
- Virtual leadership support
- Members only app
- Online forums
- Networking opportunities
- Bespoke training and CPD
- Product reviews
- Industry expert guest speakers
- Discounts from vetted and trusted suppliers
- Discounted rates on advertising
- Breaking news as it happens

Thank you, The Key Leadership, for being the lighthouse in our storm

ASMA| EARLY YEARS LEADER| 2020

2021 RATE CARD

Working with us at The Key Leadership you can reach the decision makers, owners, managers and directors across the sector, every day.

- *Guest blogs, £600.00 per year (1 blog, live for 12 months)*
- *Banner/column advertising (+ 1 guest blog) £1600.00 for a six week duration (on rotation with other advertisers)*
- *E-comms advertising, from £400.00 per week (five emails over five consecutive days)*
- *Preferred supplier discounts*

CONTACT US

Kelly Hill
Co Founder

Bev Bacon
Co Founder

hello@thekeyleadership.co.uk

www.thekeyleadership.co.uk

07765715515