

I-CEPS

International Congress on
Evidence-based Parenting Support

Online
4–7 June
2025



SUPPORTER PROSPECTUS

PRESENTED BY



Advancing the science, policy and practice
of evidence-based parenting support

www.pafra.org

Announcing the Return of the International Congress on Evidence-based Parenting Support in 2025

The International Congress on Evidence-based Parenting Support (I-CEPS) is a groundbreaking global initiative to advance research, policy, and practice in the field of parenting and family intervention.

This event aims to bring the evidence-based parenting support community together, inspire innovation and collective action, and empower parents and families around the world to benefit the next generation. The second I-CEPS digital event will be held over four days (4–7 June) in 2025.

Good parenting is the “clean water” of children’s mental health, resilience, and wellbeing. It is the single most important potentially changeable protective factor influencing human development, with life-long effects.

Our vision

The Congress aims to inspire global collective action to improve access for all parents to high-quality, evidence-based, and culturally appropriate parenting support, to benefit children and young people everywhere.

Why parenting support is so important

Improved access to evidence-based parenting support has never been more important. Children and their families around the world are being adversely affected by global events, including pandemics, climate distress, displacement due to war, and natural disasters. Children’s mental health, learning, development, and wellbeing is at greater risk due to unprecedented disruptions in family lives. These disruptions have increased parental mental health problems, family violence and poverty, and worsened children’s health and risk of being maltreated.

The challenge

Most children grow up in households where their parents have not accessed high-quality, evidence-based, and culturally informed parenting support appropriate to their needs. This is in large part due to a lack of recognition of the crucial importance of parenting and parenting support in influencing human growth and development. In many countries there has been insufficient focus on the critical importance of evidence-based parenting support in policy development. Parenting support is rarely a policy priority and there continues to be inadequate funding for research into developing and testing new parenting supports, or adapting existing programs and strategies known to work. Few countries have the professional services and resources needed to deliver parenting support initiatives effectively and at scale.

What’s needed

To advance the field of evidence-based parenting support globally, greater collaboration and harmonisation is needed between program developers, evaluators, policy makers, implementation organisations, end-users, and consumers (parents and children themselves).

Systemic barriers that make collective action more difficult must be reduced, and capacity building to foster ongoing innovation, effective knowledge transfer, and policy advocacy is needed.

Available high quality parenting research has significantly less influence on government policies, funding priorities, and services than it should. To combat this, intervention researchers and program developers must transform the way they undertake research and innovation, both within and between organisations, so that their work becomes more collaborative and solution- focused. This requires new ways of partnering and sharing knowledge in a digital world, to streamline a research and development pipeline that can lead to evidence-based solutions capable of being scaled and sustained.

I-CEPS 2025 aims to provide a global opportunity for enhancing knowledge transfer in the field of parenting. It will act as a powerful and transformational case exemplar of solution- focused, collaborative engagement of key stakeholders resulting in improved research, policy impact and effective deployment of programs that work. The event will show that effective knowledge sharing and collaboration can lead to significant improvements in the lives of children, families, and their communities.

Plan of action

The Congress will be instrumental in promoting meaningful change in parenting support. It involves three parts: 1) the Congress itself, 2) a Parent’s Day where consumers can directly interact with and learn from professionals, and 3) the establishment of post-Congress action circles that will take key learnings to promote local policy change and social impact. The success of the Congress will not be defined just by participation rates or satisfaction ratings with the program (which we expect to be high). The ultimate outcome is the extent to which the Congress leads to greater commitment and meaningful local actions that could influence policy priorities and improved access to programs and models of delivery that work in different regions of the world.

To achieve these aims, the Congress will host a broad range of stimulating activities that promote collective action, partnering and international collaboration, and enhanced impacts on policy and practice. The Congress will leverage existing relationships between key stakeholders.

Activities will include:

Keynote addresses: International leaders in evidence-based parenting support will share insights based on their clinical and research experience related to current and future issues

Invited addresses: Practitioners, researchers, and policy makers will present on contemporary issues and cutting-edge research findings in their discipline

Panel discussions: International leaders will participate in panel discussions on hot topics in the field of parenting and family support

Master classes: Internationally renowned program developers will share their clinical expertise in practical ways

Workshops: Experienced practitioners will conduct hands-on group workshops

Symposia: Teams will present theme-based combined paper presentations

Paper sessions: Individuals will share brief research and practice papers

Short presentations: Researchers and students will share their work in 5 to 20-minute video reports

Active engagement: All presentations will include an online Q&A feature and discussion forum to encourage knowledge sharing and collaboration

Social and mainstream media: The Congress will include a presence on X and Facebook, and will provide opportunities for local media to attend and report on the event

Networking and action circles: Local and global networks will be facilitated through a virtual meeting hub, breakout rooms, and action circles

Access to ongoing digital library: Recordings from the Congress will remain available to attendees following the event for at least 12 months

The Congress will be an exceptional opportunity to share knowledge about latest projects and findings, and to develop connections with attendees from around the world.

After the Congress event, post-Congress action circles will be established to take learnings and commitments from the Congress and translate them into local learning collaboratives and/or research projects. Action circles will be a crucial first step in developing the networks required to collectively advocate for policy change and improved parenting services. Supporters donations will assist with both the running of the Congress and the continued development of action circles.

Benefits of a virtual platform

We aim to provide an effortless and engaging experience to all attendees, presenters, and supporters.

There are five key benefits to hosting the I-CEPS virtually: reaching an international audience; minimising the event's carbon footprint; providing unique networking opportunities; integrating AI and developing an ongoing digital resource library.

Reaching an international audience

A virtual platform provides easy access from around the world by reducing physical and financial boundaries for attendance. Without the limitations of a physical event space the Congress can also be tailored to multiple time zones and coordinate live translation and subtitle features in multiple languages. This will allow us to reach and connect with a significantly broader audience while minimising the carbon footprint of the Congress.

Providing unique networking opportunities

The platforms networking hall will host speed-dating-esque events, workshops, and post-presentation discussion sessions. Attendees will be able to connect via direct message and video call, dedicated discussion forums for each presentation, and an internal social media feed. There will also be a range of interactive sessions built into the program. For example, on day two and three of the Congress, attendees will be encouraged to form and run Action Circles within the platform. These activities are key to ensuring continued networking and collaboration after the Congress ends.

AI integration

Navigation within the virtual platform will be intuitive, with AI-powered recommendations guiding attendees to sessions and networking opportunities tailored to their interests and optimized for their time zone. Moreover, AI-driven analytics will enhance event evaluation, providing insights into attendee engagement and preferences for future enhancements.

Ongoing digital recording library

Following the Congress, attendees will gain access to an extensive virtual recording library, curated to serve as a valuable training resource for up to 12 months post-event. Leveraging AI-driven search and recommendation systems, attendees can efficiently navigate the library, pinpointing content aligned with their interests and learning objectives. By extending access beyond the event's duration, the virtual recording library ensures continuous learning opportunities, empowering attendees to leverage the knowledge shared during the Congress for ongoing growth and advancement in their respective fields.

I-CEPS theme

The theme of the 2025 I-CEPS is “Parenting support, a common pathway to improving diverse outcomes for children and young people.” In line with this theme, the Congress aims to bring together a mix of perspectives to effectively address the varied issues related to parenting support. Diverse representation of professions, areas of research, ethnicities, and resource settings is central to the makeup of the various Congress committee’s membership, program content, and target audience.

Potential topics at I-CEPS 2025:

Parenting for healthy living

Child rights and the role of parenting in the prevention of youth offending

Parenting support for neurodivergent children

Addressing children’s mental health (anxiety, depression, peer-victimization, etc.)

Supporting the development of children’s key competencies

Evidence-based parenting support in educational contexts

Prevention of child maltreatment

Parenting support in the context of poverty and social disadvantage

Working with parents with complex mental health and substance abuse problems

Cultural adaptation of evidence-based parenting programs, particularly with Indigenous and First Nations families

Support for parents in the perinatal period

Identifying opportunities and challenges for parenting support in an age of technology

Developmental, attachment, and relationship theories

Implications of implementation science for sustained deployment of evidence-based parenting support

Mechanisms of change explaining the effects of parenting programs

Whole-of-population approaches to parenting support

Economic analyses of parenting programs

Establishment of clinical trial networks for parenting and child mental health research

Influencing policy and practice through advocacy, systems change, and effective partnering

Relevance of parenting to sustainability, and the UN Sustainable Development Goals

Governance

Professor Matthew Sanders is returning as Convenor for I-CEPS 2025. He will guide the activities of several committees including:

- The Organising Committee
- The Scientific Program Committee
- The Policy and Social Impact Committee
- The Participant Experience Committee
- The Parent Advisory Committee
- The Communications and Marketing Team
- The Publications Committee

If you would like to learn more about our organisational structure or how to join a committee, please contact

i-ceps@pafra.org.

Parenting and Family Research Alliance

The I-CEPS is an initiative of the Parenting and Family Research Alliance (PAFRA). PAFRA aims to transform the parenting research field by enhancing effective collaboration between researchers, program developers, policy makers, service providers and consumers to develop a shared vision: ensuring evidence-based parenting support becomes available to all families, everywhere. To achieve this, PAFRA members have come together to collectively support the advancement of the field of parenting support (science, policy, and practice) for the benefit of all children.

To learn about PAFRA’s initiatives please visit our [website](https://www.pafra.org).

Opportunities for support

Platinum Partner \$45,000 AUD

- The organisation name, logo, and 200-word profile will be listed on the Congress website, event platform and event app. External links and downloadable resources can be incorporated.
- Receive recognition for your contribution in relevant social media posts and newsletter articles.
- Display your logo on a permanent banner throughout the entrance, exhibition, and networking halls of the virtual event platform.
- Display your logo on the event app.
- Receive 30 complimentary registrations for organisation members.
- Contribute funding to support global action circles for local policy initiatives and collective advocacy for evidence-based parenting solutions. Your logo will be displayed at any related presentations or exhibits.
- Support the development and ongoing maintenance of a digital recording library.
- Sponsor several components of the program. This may include plenary sessions, panel discussions, workshops, masterclasses, networking events, and paper sessions. We will work with you to match your support to suitable topics and activities within the program. Your support will be verbally recognised by a program chair at the beginning and end of each sponsored activity. During these activities your logo will also be displayed next to the video feed and on supporter acknowledgement slides. Note that during the OnDemand period only the slides will be displayed.

Gold Partner \$25,000 AUD

- Your organisation name, logo, and 150-word profile will be listed on the Congress website, event platform and event app. External links and downloadable resources can be incorporated.
- Receive recognition for your contribution in relevant social media posts and newsletter articles.
- Display your logo in an alternating sponsor banner throughout the entrance, exhibition, and networking halls of the virtual event platform, and on the event app.
- Receive 15 complimentary registrations for organisation members.
- Contribute funding to support global action circles for local policy initiatives and collective advocacy for evidence-based parenting solutions. Your logo will be displayed at any related presentations or exhibits.
- Support the development and ongoing maintenance of a digital recording library.
- Sponsor several components of the program. This may include plenary sessions, panel discussions, workshops, masterclasses, networking events, and paper sessions. We will work with you to match your support to suitable topics and activities within the program. Your support will be verbally recognised by a program chair at the beginning/end of each sponsored activity. During these activities your logo will also be displayed next to the video feed and on supporter acknowledgement slides. Note that during the OnDemand period only the slides will be displayed.

Silver Partner \$15,000 AUD

- Your organisation name, logo, and 100-word profile will be listed on the Congress website, event platform and event app. External links and downloadable resources can be incorporated.
- Display your logo in an alternating sponsor banner throughout the entrance, exhibition, and networking halls of the virtual event platform, and on the event app.
- Receive 8 complimentary registrations for organisation members.
- Support the development and ongoing maintenance of a digital recording library.
- Sponsor one or two components of the program. This may include plenary sessions, panel discussions, workshops, masterclasses, networking events, and paper sessions. We will work with you to match your support to suitable topics and activities within the program. During sponsored activities your logo will be displayed next to the video feed and on supporter acknowledgement slides. Note that during the OnDemand period only the slides will be displayed.

Bronze Partner \$5,000 AUD

- Your organisation name, logo, and 100-word profile will be listed on the Congress website, event platform and event app. External links and downloadable resources can be incorporated.
- Receive 5 complimentary registrations for organisation members.
- Sponsor a component of the program. This may include plenary sessions, panel discussions, workshops, masterclasses, networking events, and paper sessions. We will work with you to match your support to a suitable topic or activity within the program. During the sponsored activity your logo will be displayed next to the video feed and on supporter acknowledgement slides. Note that during the OnDemand period only the slides will be displayed.

Tailored Package

- We are open to negotiating a tailored package with any of the options described above. Additional suggestions for ways of supporting the Congress will also be taken into consideration.

Partnership options summary

Level	Platinum	Gold	Silver	Bronze	Tailored Package
Cost	\$45,000	\$25,000	\$15,000	\$5,000	TBD
Activity Sponsorship (Including Logo Display)	3-6	3-4	1-2	1	-
Acknowledgement of Support (Verbal)	✓	✓			-
Complimentary Registrations	30	15	8	5	-
Organisation Bio on Websites and App	200 words	150 words	100 words	100 words	-
Alternating Logo Display in Virtual Event Halls	✓	✓	✓		-
Support Digital Recording Library	✓	✓	✓		-
Social Media and Newsletter Recognition	✓	✓			-
Action Circle Support (Including Logo Display)	✓				-

Thanks to our supporters

The establishment of PAFRA in 2020 was proudly supported by the Australian Research Council Centre of Excellence for Children and Families over the Life Course (LCC). Learn about our partners for I-CEPS 2023 on [our website](#).

For more information on partnership opportunities please contact us at i-ceps@pafra.org
We are open to discussing adjustments and additional ideas!

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