

CHILD CARE SOLUTIONS FOR MODERN EVENTS

AN ON-SITE EVENT
CARE GUIDE



BY WENDY SACHS

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UNDERSTANDING THE VALUE OF EVENT CARE

INTRODUCTION

For today's event planners and hosts, accommodating attendees' needs is crucial to an event's success. This includes supporting parents who might otherwise struggle to be there due to child care challenges. On-site event care is a practical way to solve that problem by providing reliable child care right at the venue, allowing parents to not only attend but also to focus on the event without worry.

WHY IT MATTERS

Child care issues can significantly impact event outcomes and not only damage the planner's reputation but impact other stakeholders. Lack of on-site care can result in:

- Reduced attendance
- Cancellations, increased refunds and last minute no-shows
- Distractions that lower overall engagement
- Dissatisfied sponsors, unmet expectations and missed ROI
- Challenge securing speakers who have family responsibilities
- Missed growth opportunities and increased cost per attendee

Without a clear strategy to address these concerns, these challenges can erode the event's value, harm future opportunities, and strain relationships with vendors and sponsors. By integrating a dependable child care solution, risks can be mitigated and elevate credibility.

HOW THIS RESOURCE HELPS

This guide is created to show decision-makers and event planners the full benefits of offering on-site child care.

This eBook includes:

- The unique value event child care brings to planners
- How it works and what to consider when setting it up
- What to look for in a partner who can deliver seamless, worry-free child care

Also included are answers to frequently asked questions and additional insights on how event child care can help avoid the pitfalls of low attendance, limited engagement, and last-minute cancellations.

WHY IT MATTERS

DON'T LOSE OUT ON ATTENDEES | LACK OF CHILD CARE IS EXPENSIVE

Recent studies indicate that 77% of event planners face difficulties^a attracting attendees, and 73% report lower turnout overall. Child care limitations often amplify these challenges by introducing unpredictable attendance rates that strain the budget. Each attendee can represent an investment of roughly \$3,144^a, making every declined invitation or sudden absence an expensive setback. Recognizing these potential losses—rather than just possible gains—underscores the high stakes and emphasizes the need for effective solutions.

In today's event landscape, offering on-site child care can significantly impact an organization's brand perception and success. Working parents make up about 30% of the U.S. labor force^b, and many parents with young children report difficulty balancing family schedules with live events. These challenges also affect speakers and hosts; the lack of suitable child care might lead to last-minute cancellations or missed booking opportunities, reducing the event's overall quality. More planners now realize that limited child care can greatly inhibit attendance, as parents, sponsors, speakers, and vendors are increasingly inclined to choose inclusive options that accommodate family responsibilities.

\$3,144

The average cost of a single event attendee.

77%

of event planners struggle to attract guests

73%

report lower turnout versus previous events



DON'T BE LEFT BEHIND | FAMILY-FRIENDLY EVENTS ARE GROWING AND THRIVING

Achieving strong attendance, high engagement, and a lasting impression are critical markers of success in event planning. Addressing child care challenges head-on removes barriers that might otherwise deter parents from participating. With reliable, on-site care, attendees can fully immerse themselves in the event, knowing their children are in qualified, professional hands. This setup often reduces travel stress, allows for more time together as a family, and eases concerns about external child care arrangements. These benefits can be the deciding factor in whether parents choose to attend—and in how focused and engaged they remain throughout the event.

By minimizing common obstacles, on-site child care boosts attendance and fosters deeper engagement, resulting in more meaningful outcomes for planners, hosts, sponsors, and attendees alike. As the event landscape continues to evolve, providing child care services can ensure a competitive edge while reinforcing a reputation for thoughtful, inclusive planning. Beyond the bottom line of the event, there is value to be gained from the elevated brand reputation, marketing opportunities and perception that a family-friendly event can provide.

WHAT IS IT?

Event Care is an on-site child care solution that allows parents to fully participate in conferences, networking events, work retreats, weddings, and other gatherings without resorting to external daycare or in-home sitters—or opting out entirely because of the lack of child care.

Experienced nannies are set up in a dedicated, secure space near the main event area, offering age-appropriate toys, crafts, meals, and nap times. This arrangement keeps children safely engaged and having fun with others while allowing parents to focus on sessions, workshops, or social activities without unnecessary distractions.

This flexible approach proves particularly valuable in scenarios such as:

- **Local Conferences** exceeding standard childcare hours
- **After-Hours Social Functions** like networking dinners or company events
- **Weekend Seminars** where multiple days of care might be cost-prohibitive
- **Destination Events** where attendees benefit from on-site support
- **Fundraisers** where attendance is crucial to reaching event goals
- **Weddings & Similar Gatherings** seeking a balance between child-friendly fun and adult-oriented programming

By removing child care obstacles, events become more inclusive, boosting attendance and creating a positive atmosphere. This inclusive environment can enhance brand perception, strengthen relationships with sponsors or vendors, and ultimately lead to higher engagement and satisfaction among all attendees.

THE ROI STRATEGIC ADVANTAGES

Modern event planners are increasingly relying on on-site child care to boost attendance, enhance engagement, and strengthen brand perception, particularly as one with family friendly resources. They recognize the returns on investment which include:

HIGHER ATTENDANCE

With strict budgets and tight bottom lines, event planners must be able to figure out a way to capture and compel a wider range of guests. Knowing that many parents skip events due to unreliable or costly child care options. By providing on-site child care, planners capture a larger audience and find they reduce last minute cancellations and no-shows.

GREATER FOCUS & ENGAGEMENT

Even if off-site care is arranged, lingering worries can disrupt concentration. There is novelty in having the children close by and feel at ease not to have to watch the clock to return home to relieve the babysitter. When children are close by and in qualified hands, parents remain more attentive, which can lead to better event outcomes.

ACCESS TO TOP SPEAKERS & TALENT

Even if off-site care is arranged, lingering worries can disrupt concentration. There is novelty in having the children close by and feel at ease not to have to watch the clock to return home to relieve the babysitter. When children are close by and in qualified hands, parents remain more attentive, which can lead to better event outcomes.

WHY OFFER EVENT CARE AT WEDDINGS?

- **Minimal Disruptions:** Children remain happily engaged, allowing the ceremony and reception to run smoothly without unexpected interruptions.
- **Enhanced Guest Experience:** Parents can fully enjoy the festivities, mingle, and dance without constantly checking on their children.
- **Inclusive Atmosphere:** Families feel welcomed, making the event more memorable and comfortable for guests of all ages.
- **Safe, Supervised Fun:** Experienced nannies offer age-appropriate activities in a dedicated space, giving parents peace of mind while they celebrate.
- **Travel Flexibility:** If the wedding is out of town — no more one parent staying behind while the other goes to the wedding. On-site sitters ensure children are well cared for so both parents can fully enjoy the special occasion.

STRONGER VENDOR & SPONSOR RELATIONSHIPS

Meeting—if not exceeding—the expectations of sponsors and vendors is a central goal in successful event planning. These partners look for high attendance, energetic crowd engagement, and ample opportunities to showcase their brand to new audiences. They also expect an event that attendees remember as fun, valuable, and well-organized.

By incorporating Event Care, planners address some root issues of attendance and engagement—enabling parents to stay longer, participate more fully, and contribute to the positive energy sponsors and vendors expect. This investment in family-friendly services signals to partners that every aspect of the event, from attendance figures to attendee satisfaction, is taken seriously.

POSITIVE CULTURE & INCLUSIVITY

Event Care is a critical part of maintaining a positive culture of inclusion at events, as it removes barriers from participation and creates a vibrant and welcoming environment for parents. Guests appreciate an atmosphere where everyone can feel comfortable, reinforcing a sense of community and support.

At life events, such as weddings, Event Care allows for children to be included without having them present at the typically adult-oriented reception. This ensures that everyone, including children, feels welcomed and can engage with age-appropriate, distraction-free activities with loved ones and friends.

ELEVATED BRAND IMAGE

Businesses that prioritize family-friendly initiatives often stand out in today's socially conscious marketplace. A thoughtful approach to child care signals innovation, responsibility, and a commitment to attendee well-being.

Event planners showcasing Event Care as a solution for child care challenges helps brands adopt a reputation as a thought leader and an innovator, putting their social awareness and responsibility at the forefront and adding value to everyone's brand as a whole.

LONG-TERM RETENTION

Retaining existing guests is more cost-effective than attracting new ones, especially in the event industry where the guest experience and word-of-mouth heavily influence attendance. Satisfied attendees are more likely to return, particularly when reliable, adaptable child care addresses their evolving needs. By creating a supportive, family-friendly environment, event organizers foster repeat attendance and generate valuable positive referrals.

TRENDS IN EVENT CARE

As of 2020, fewer than **two-thirds^c** of U.S. conferences provided child care—a figure that's steadily increasing as event planners recognize its growing **value.**

Offering on-site care transforms events into family-friendly experiences by giving attendees one reliable solution, eliminating the need for parents to find their own short-term care or rely on unfamiliar local providers.



Many organizations, meanwhile, aim to integrate **family-friendly features** into their broader marketing and brand strategies.

With events often accounting for 10–20%^d of overall marketing budgets, providing on-site child care is becoming a smart, forward-thinking investment. As both brands and consumers prioritize inclusivity and work-life balance, event child care is poised to become an industry standard—enhancing attendance, boosting engagement, and solidifying a positive reputation for hosts who embrace this evolving trend.

10-20%

of the average
marketing
budget goes
toward events.

HOW IT WORKS

Event Care is an on-site child care option where a dedicated area—often a nearby room at the venue—is equipped to engage children with age-appropriate toys, activities, and supervision. Professional caregivers manage snacks or meals, naps for younger children, and overall safety.



PRE-EVENT REGISTRATION

Parents register their children ahead of time, allowing organizers and the child care staffing company to plan adequately for staff and resources.



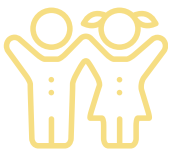
SECURE CHECK-IN/CHECK-OUT

A structured system ensures only authorized adults drop off or pick up children, providing peace of mind.



PROFESSIONAL SUPERVISION

Vetted caregivers, typically affiliated with a child care agency, handle day-to-day needs so parents can focus on the event itself.



ENTERTAINMENT & SOCIAL INTERACTION

Kids enjoy toys, crafts, and group play with siblings and peers, encouraging fun, engagement, and a sense of community.



With the children safely occupied and nearby, parents remain fully present for presentations, networking opportunities, or celebrations. This setup can be especially valuable for conferences, evening social events, weekend seminars, and destination weddings or retreats.

SET UP FOR SUCCESS

A successful event using a child care strategy often begins in the **early planning phase**. Organizers who keep family-friendly services top of mind are more likely to create an inclusive atmosphere and meet attendance or engagement goals.

Venue Suitability: When selecting a venue, ensure there's a suitable space for child care—close enough for convenience yet separate enough to avoid noise disruptions. Check that it meets basic requirements such as restroom access, adequate ventilation, and any necessary safety measures such as easily child-proofing.

Early Promotion: Guests should learn about on-site child care as soon as possible. Including details on registration pages, marketing materials, and social media helps parents plan and signals to all potential attendees that the event welcomes family participation.

Safety and Liability: Coordinating insurance certificates, verifying compliance with venue regulations, and maintaining strict child-to-care provider ratios minimize risk. Both the event planner and the child care staffing company share responsibilities for ensuring safe facilities and clear emergency protocols.

BY INTEGRATING THESE CONSIDERATIONS EARLY, ORGANIZERS CAN BOOST EVENT TURNOUT WHILE CREATING A STRESS-FREE EXPERIENCE FOR ATTENDEES WITH CHILDREN.

ACTIONABLE STEPS FOR IMPLEMENTING

Offering on-site child care can dramatically enhance an event's success, but organizing it requires thoughtful planning. Below are the critical considerations and a structured approach to help planners integrate Event Care seamlessly.

TACTICAL ROADMAP

1. ASSESS ATTENDEE NEEDS

An inclusive event begins with understanding the demographics and requirements of attendees. Questions to consider might include how many guests have children, their ages, whether the event is local or requires travel, and whether it takes place on a weekday or weekend. These factors help determine the approximate number of children, the care schedule, and the types of activities needed.

- • **Actionable Step:** Create a pre-event survey asking attendees about their child care needs, preferred drop-off times, and any special requirements. Use these insights to forecast staffing and space requirements. If event care isn't currently offered, consider distributing a survey during this year's conference to gather information for the next one—ensuring a stronger, more family-friendly experience in the future.

2. EVALUATE VENUE SUITABILITY

Because Event Care is an on-site solution, the venue should have at least one room that comfortably accommodates children while meeting basic safety, space, and amenity needs.

Check for:

- Adequate size, occupancy limits, and ventilation
- Accessibility to restrooms and other child-friendly facilities
- Sufficient audiovisual support for movies or interactive activities
- Options for food and beverage service to handle snacks or meals

- • **Actionable Step:** Before booking a venue, confirm with the management that a suitable, secure room is available. Discuss any modifications needed—like child-proofing or equipment rental—to ensure a child-friendly environment.

3. PLAN EARLY PROMOTION & MARKETING

To maximize the value of Event Care, make sure prospective attendees, speakers, and sponsors know about it well in advance. Incorporate child care information into all event promotions—email campaigns, social media posts, and registration pages.

- • **Actionable Step:** Include a checkbox or form field in the registration process for parents to sign up for child care. Share reminders in pre-event communications, highlighting the convenience and inclusive atmosphere.

4. ADDRESS INSURANCE & SAFETY REQUIREMENTS

On-site child care introduces additional liability considerations, including venue regulations, insurance coverage, and state or local licensing requirements. Venues may require a Certificate of Insurance from the child care staffing company, and safety measures like appropriate child-to-care provider ratios and secure check-in/out protocols must be enforced.

- • **Actionable Step:** Talk to the venue about insurance prerequisites, then verify with the child care staffing company that their coverage and procedures meet or exceed these standards. Keep written records of all requirements and how they'll be fulfilled.

5. SECURE STAKEHOLDER BUY-IN

Convincing sponsors, managers, or other decision-makers of the benefits of Event Care can ensure sufficient budget and support for implementation. Data points like increased attendance and enhanced brand reputation can be persuasive.

- • **Actionable Step:** Present a concise proposal outlining projected ROI, potential attendance boosts, and evidence of guest satisfaction from similar events that offered on-site child care.

6. COORDINATE WITH THE VENUE

Once a child care staffing company is selected, work closely with venue representatives to finalize logistical details: room assignments, access to restrooms, potential child-proofing steps, and emergency plans. Ensure these arrangements align with both the event's and the child care staffing company's requirements.

- • **Actionable Step:** Schedule a walkthrough with the venue and your chosen child care staffing company to confirm room layout, safety features, and equipment needs. Use this time to finalize any insurance or liability paperwork. By choosing an experienced child care staffing company these tasks can often be handled on your behalf, taking the child care burden off your plate. (See “Choosing the Right Child Care Staffing Company”)

7. FINALIZE LOGISTICS & PROMOTE TO ATTENDEES

Meeting with the prospective child care partner allows organizers to clarify timelines, staff ratios, and activity schedules. Once confirmed, ensure all promotional channels are updated with final details, prompting attendees to register children in advance.

- • **Actionable Step:** Host a virtual or in-person meeting with the child care staffing company to review a mutual checklist—staff schedules, supply lists, sign-in protocols. Immediately update event communications and registration materials with any last-minute child care details.

PARTNER WITH A SPECIALIZED CHILD CARE AGENCY

Working alongside an experienced child care staffing company is often the most straightforward way to ensure a secure, engaging environment for children. Reputable agencies streamline many of the steps mentioned—offering guidance on safety standards, background checks, insurance requirements, and age-appropriate activities.

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BY TAKING THESE CONSIDERATIONS AND STEPS INTO ACCOUNT, event planners can create a well-rounded, family-friendly experience that benefits parents, sponsors, and the overall event.

CHOOSING THE RIGHT STAFFING COMPANY

Selecting a reliable, experienced child care staffing partner is vital for both the well-being of children and the overall event experience. A reputable child care staffing company should understand how much you already have on your plate when planning a conference or other gathering—ideally, they'll take care of all child care logistics so you don't have to. In addition to verifying safety credentials and expertise, consider the following elements to ensure a seamless partnership:



REPUTATION AND CREDENTIALS

Look for evidence of high-quality service, such as positive online reviews, testimonials, and industry endorsements. Awards or recognition from professional organizations can further validate a child care staffing company's track record of success.



VENUE-SPECIFIC EXPERIENCE

Child care staffing companies familiar with diverse event spaces can adapt easily to different layouts, room sizes, and on-site amenities. Their insight can help in choosing the right space, organizing activities that suit various ages, and ensuring the room remains both fun and safe.



GUIDANCE BEYOND CHILD CARE

A seasoned child care staffing company often goes beyond staffing. Many can advise on marketing strategies for family-friendly events, best practices for securing stakeholder buy-in, and budget considerations. These added services bolster both attendance and overall event success.



QUALIFICATIONS AND EXPERIENCE

Confirm that all caregivers undergo rigorous background checks, hold valid certifications such as Infant and Child CPR and First Aid, and bring relevant experience to the table. Child care staffing companies with extensive event knowledge often have streamlined procedures for registration, sign-in, and incident management, ensuring a smooth experience for both parents and organizers.

Equally important is an in-depth caregiver screening process. Look for a company who follow multiple layers of vetting, such as:

- Initial Phone Screening: A preliminary conversation to assess basic qualifications and professionalism
- Detailed Application Review: Evaluation of submitted materials for accuracy, completeness, and relevance
- Formal, Documented Interview: An in-depth discussion of child care philosophy, experience, and situational problem-solving
- Reference and Employment Verification: Comprehensive checks with past employers, colleagues, or educational institutions
- Accredited Background Checks: A partnership with a Professional Background Screening Association (PBSA)–accredited vendor for thorough searches, including:
 - Social Security Trace
 - National Sex Offender Registry
 - National and County Criminal Records
 - Department of Motor Vehicles
 - Office of Foreign Assets Control
 - PA Child Abuse Clearance
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This level of scrutiny demonstrates a commitment to safety and quality. By verifying that the child care staffing company follows these steps, event planners can feel confident in the professionalism and reliability of the child care staff.



SAFETY AND INSURANCE

Ensure that the company's policies align with the venue's requirements. Ask about insurance coverage, child-to-care provider ratios, and emergency protocols. A strong emphasis on safety fosters trust and minimizes liabilities.



BUDGET AND TRANSPARENCY

Costs for on-site child care can vary significantly, depending on the company's pricing model, the size and scope of the event, and any special services requested. Common fees might include:

- Program Setup Fees: Costs for initial planning, room preparations, and administrative work
- Project Manager Fees: Ongoing coordination services provided by the child care company
- Service Fees: Charges for oversight, administrative tasks, and additional resources during the event
- Hourly Nanny Fees: Rates that can fluctuate based on the number of children, length of time needed, or day of the week
- Activity and Materials Fees: Expenses for crafts, toys, or specialized learning tools
- Food and Beverage Costs: Snacks or meals provided to children, if not handled directly by the event organizer
- Parking Fees: Reimbursement for caregiver parking at the venue, if applicable

Each child care staffing company takes a unique approach to event pricing—some may bundle certain costs into a flat rate, while others itemize each fee. When comparing options, ensure the company's representative offers a transparent breakdown of all charges. This clarity helps event planners align the service with their budget and avoid any surprises, ultimately enabling a smoother, more cost-effective partnership.



FLEXIBILITY AND INCLUSIVITY

The best partners can cater to a range of age groups, dietary restrictions, and special needs. Offering this level of inclusivity not only satisfies diverse family requirements but also helps maintain a welcoming atmosphere that encourages repeat attendance.

AGENCY ADVANTAGE

Established child care staffing companies typically manage a large roster of background screened, trained and insured caregivers, which can streamline scheduling, reduce logistical issues, and offer quick solutions should last-minute changes arise.

BY THOROUGHLY EVALUATING THESE ASPECTS, event planners can secure a partnership that elevates attendance, enhances brand perception, and helps create a truly memorable, family-friendly event experience—one that leaves children smiling, parents impressed, and everyone celebrating the success!

FREQUENTLY ASKED QUESTIONS

Q: What types of events can benefit from adding on-site child care?

A: Nearly any gathering—whether professional or personal—can enhance its value and boost attendance by offering on-site child care. The following are just a few examples of events where child care can integrate seamlessly and deliver tangible benefits:

- Conferences – Encourage higher attendance from working parents and ensure focused participation.
- Networking Events – Let attendees concentrate on building professional relationships without child care worries.
- Retreats – Create a relaxed environment where parents can fully engage in team-building and workshops.
- Celebrations – Include weddings, anniversaries, and family parties where everyone can enjoy the festivities.
- Live Music & Sporting Events – Offer parents a chance to fully immerse themselves in the experience.

By accommodating families, these events often see improved satisfaction, greater turnout, and a stronger overall return on investment.

Q: How can I contribute to a successful partnership with a child care staffing company?

A: A smooth collaboration starts with clear communication and a shared vision among the event planner, venue team, and the child care staffing company. Here's how to foster a productive relationship:

Engage Venue Representatives Early: Involving the venue staff in the planning phase helps establish familiarity and a seamless workflow. Venue representatives can guide logistics—such as which room(s) to use for child care, restroom and exit locations, and emergency planning. Bringing all parties together early promotes alignment and sets the stage for a successful event.

Maintain Ongoing Communication: Keep the child care staffing company updated on any changes in attendance, scheduling, or venue layout. Regular updates ensure everyone remains on the same page as the event approaches. When the company knows what to expect, they can better prepare for staffing, supplies, and setup needs.

Educate Parents and Streamline Registration: Collaborate with the staffing company to inform attendees about the availability of on-site child care. Provide a simple, stress-free signup—whether through an online form or an added checkbox during event registration. This clarity encourages more parents to use the service.

Offer Guidance on Event Day: Coordinate with the child care staffing company having someone available to greet parents, show them where child care is located. Clear signage and directions should be provided, and if there's an information or registration desk, staff there should be prepared to answer questions about the child care room's location. Once the children are checked in, the staffing company can handle ongoing communication, allowing event organizers to focus on the broader event.

By prioritizing collaboration and transparent communication, event planners can establish a strong partnership with a child care staffing company—ultimately creating a more inclusive and successful experience for all attendees.

Q: What are the most important components to consider for on-site child care?

A: Venue Suitability: Select a location with a dedicated, properly sized room for children, complete with easy access to restrooms and exits.

Space & Capacity: Confirm occupancy limits and safety requirements. If attendance increases, ensure additional space or flexible arrangements are available.

Registration & Logistics: Plan a seamless process for sign-up, check-in, and pick-up. Collaborate with the child care staffing company to leverage their proven methods.

Partner Consultation: Involve the chosen child care staffing agency early to finalize room setups, staffing needs, and safety protocols—ensuring child care is integral, not an afterthought.

Q: How can event planners efficiently and effectively educate guests about event care options?

A: Ensuring guests know about on-site child care early and clearly is key to maximizing attendance and satisfaction. Here are a few strategies:

- **Prominent Promotion Across Channels:** Include clear details on the event website, registration page, and any emails or invitations. Highlight the child care staffing company's background to build trust and reassure parents.
- **Early Awareness & Easy Booking:** Announce child care options as soon as the event is public. Provide a straightforward sign-up process—either integrated into the main registration or offered as a one-click add-on—so parents won't miss out.
- **Dedicated Communication Channel:** Offer a direct point of contact for questions—this could be an email address, a phone line, or even a chat function. Quick and accurate responses reduce hesitancy and boost overall confidence in the service.

By weaving child care information into the broader event promotion plan, parents are more likely to attend and feel fully prepared, setting the stage for an inclusive and successful event.

Q: How many children can be enrolled in event child care at one time?

A: This number can vary greatly and often depends on two main factors: the capacity of the child care staffing company and the available space at the venue. Most child care staffing companies work with event planners to determine a safe and feasible limit on a case-by-case basis. This approach ensures that the caregiver-to-child ratio remains appropriate, safety standards are met, and each child receives adequate attention.

Q: How do invoicing and payments work?

A: Invoicing and payment structures for on-site child care can vary widely among child care agencies, but most fees combine caregiver hourly rates, program administration costs, and incidental expenses such as materials or meals. For simplicity, seek a partner whose caregivers are actual employees covered by workers' compensation and backed by the agency's legal framework, rather than subcontractors. This employment model often includes a streamlined billing process—ideally featuring itemized invoices that detail each service. Such clarity helps event planners verify charges, maintain accountability, and process payments with confidence.

ABOUT THE AUTHOR



WENDY SACHS

Founder & CEO
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WENDY SACHS is an industry trailblazer and the visionary founder of Philadelphia Nanny Network, bringing over 40 years of expertise in connecting families with exceptional child care professionals. Renowned for her innovative approach, Wendy has consistently elevated standards in recruiting, screening, and hiring top talent, ensuring that every caregiver meets the highest benchmarks of quality and reliability.

Under her leadership, Philadelphia Nanny Network has spent over three decades delivering high-quality on-site child care for events ranging from intimate weddings to multi-day conferences—earning the trust of planners, sponsors, and families alike. The company’s success is underscored by prestigious accolades, including recognition on the INC5000 Fastest Growing Companies list, certification as a Woman Owned business, the INA Meritorious Award, the APNA Innovative Award, the Enterprising Women of the Year Award, and the Philly 100 Award.

Wendy’s insights have reached millions through more than 500 interviews on major networks—including CNN, CNBC, NBC, and The Oprah Winfrey Show—and features in leading national publications. As a founding member of the International Nanny Association, she has held multiple leadership roles, including four terms as President and two as Co-President, further establishing her as a respected authority in the industry.

Currently serving on the board of the Association of Premier Nanny Agencies, Wendy champions the advancement of professional standards by actively participating in task forces to refine standards and service quality, and by delivering presentations that educate agencies on building and scaling their businesses for sustained industry growth. Her unwavering commitment to innovation and excellence makes her a trusted thought leader and the go-to expert for organizations looking to integrate Corporate Backup Care into their employee benefits strategy.

TO LEARN MORE ABOUT EVENT CARE, CONTACT WENDY SACHS AT WSACHS@NANNYAGENCY.COM OR [BOOK A MEETING.](#)



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Nanny Network

SOURCES AND CITATIONS

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