

# Going Global 2017

**The conference for leaders  
of international education**

Queen Elizabeth II Centre, London  
22–24 May 2017

Global cities:  
connecting talent, driving change



Sponsorship  
and exhibition  
opportunities

# Sponsorship and exhibition opportunities

Going Global is the British Council's annual conference for international leaders of non-compulsory education.

Going Global conferences attract ministerial officials, leaders of universities and colleges, top-level vocational figures, senior academic staff, directors of NGOs, business leaders, policymakers and impassioned visionaries from more than 80 countries across the globe.

Since 2004 it has grown from a biennial event in the UK to an annual event hosted around the globe.

In addition to the platform for education world leaders to debate international higher and further education issues and to discuss collaborative solutions, Going Global provides an unrivalled opportunity for networking and has become a fixture on the global education calendar.

More than 1,200 registered delegates from across the tertiary education sector and various other sectors with perspectives on international education attend each year.

Going Global 2017 will take place on 22–24 May 2017 at the Queen Elizabeth II Centre in London. This two and a half day conference offers you the opportunity to build your profile with leaders in international education while they debate the extent to which internationalisation affects nations, communities and cultures around the world.

**1,200 +**  
participants

**80 +**  
countries

**91%**

of attendees say Going Global has a positive impact on their knowledge and skills around policymaking

**90%**

of attendees say Going Global has a positive impact on their international networks

**96%**

of attendees say Going Global has given them a better sense of the challenges facing the sector internationally

**89%**

of attendees say Going Global offers them new ideas or solutions to challenges

## How to get involved

### Sponsorship and supporter benefit packages

Benefit packages offer you the opportunity to build your profile with leaders in international education.

Full details of Platinum, Gold and Silver sponsorship packages are available – see pages 6–7.

### Exhibition

Reach new audiences and consolidate existing relationships through the exhibition at Going Global. This promises to be a vibrant marketplace strategically located within the heart of the conference venue.

### Stand size Early bird\* Regular fee

6m <sup>2</sup>	<b>£2,550</b>	<b>£3,000</b>
9m <sup>2</sup>	<b>£3,825</b>	<b>£4,500</b>
12m <sup>2</sup>	<b>£5,100</b>	<b>£6,000</b>
15m <sup>2</sup>	<b>£6,375</b>	<b>£7,500</b>

Shell scheme standard equipment and lighting are included in the prices quoted.

\*Early bird prices available until Friday 10 February 2017.

All exhibition stand prices are exclusive of VAT.

### Advertisements

Promote your organisation by including a flyer or a promotional item in our conference delegate bags. Limited availability.

**Flyer £1,000**

**Promotional item £1,500**

**Pens £2,000 + production cost**

**Notepads £2,000 + production cost**

Going Global 2017 explores how universities and colleges support city-regional economies and social and civic engagement, connecting the world's cities to global knowledge and talent and addressing global challenges.

**Conference theme**  
**Global cities: connecting talent, driving change**

We live in an era characterised by both globalisation and urbanisation with more than half of the world's people living in cities and towns. Universities and colleges are the global connectors among the world's fast-evolving knowledge economies and cities are the beating hearts of innovation. This urban–global age provides tertiary education institutions with unprecedented opportunities to mobilise their expertise, prepare young people for the future and drive forward research and policy agendas at city, national and global levels. Yet the urban–global age also poses challenges for universities and colleges and the cities and towns of which they are a part, not least because of the changing nature and locations of tertiary education delivery.

We examine this through four lenses:

**Research and innovation:** a focus on how international collaborations provide cities with access to the world-class knowledge and connections needed to grow and sustain their innovation and creativity; how, from urban anchors, institutions are developing as dynamic global 'multipliers' connecting cities, businesses and communities globally.

**Talent development and flows:** how institutions' role in producing highly skilled local, national and international talent facilitates the global flow and maintenance of international networks of influential alumni fostering the success of cities; how the life of students in multinational cities impacts their personal career journeys, contributing to the diverse communities they join.

**Societies and communities:** how institutions' understanding of social challenges and social change across the world contributes to international debates around the winners and losers inherent in the growth of cities; how, as global connectors, they can engage local students, citizens and communities in building a connected global civic society able to deliver wider equity and prosperity.

**Leadership:** how, as part of the leadership of cities, tertiary institutions contribute to the global positioning and influence of cities, to their diversity; how their leadership connects international with national and local policy initiatives.



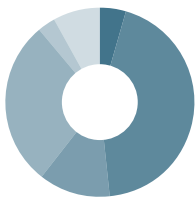
The perfect opportunity to network with those who also believe in the importance of delivering quality, international education fit for the 21st century.



Andrew Colin, Chairman, INTO University Partnerships

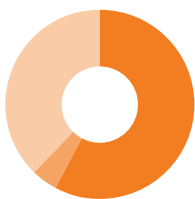
### Sponsoring and exhibiting at Going Global allows you to:

- build and develop relationships with influential high-level educators, business figures and government bodies
- forge partnerships with education institutions, industry and government bodies
- build awareness and maximise exposure of your organisation, products and services to all participants
- observe and discuss the latest data, market trends and research findings on international education
- present your product, company or self on a global level from one location.



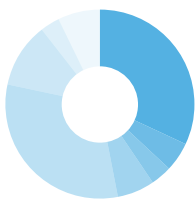
### Sector representation

	Going Global 2016 Cape Town	Going Global 2015 London	Going Global 2014 Miami	Going Global 2013 Dubai	Going Global 2012 London
Business/industry	4.6%	5%	7%	6%	6%
Education providers (TVET and HE)	44%	47%	43%	45%	62%
Ministries and government bodies	12%	10%	14%	11%	11%
International organisations, NGOs, Associations and membership bodies	28.3%	26%	29%	24%	16%
Media	3.3%	5%	2%	4%	5%
Other	7.8%	7%	5%	10%	



### Education sector representation

Higher education	58%	44%	72%	61%	68%
TVET	4.3%	4%	4%	5%	5%
Other	37.7%	52%	24%	34%	27%



### Regional representation

United Kingdom	32%	54%	32%	29%	39%
European Union	5%	4%	2%	5%	9%
Wider Europe	3.6%	4%	4%	4%	4%
Americas	6.6%	5%	28%	7%	8%
Sub-Saharan Africa	31.4%	6%	6%	26%	6%
Middle East and North Africa	10.9%	6%	7%	5%	10%
South Asia	3.5%	9%	9%	11%	8%
East Asia	7%	12%	12%	13%	16%

# Sponsor packages

<b>Platinum Sponsor</b>	£40,000 (maximum of one platinum sponsor)
<b>Gold Sponsor</b>	£25,000 (maximum of four packages)
<b>Silver Sponsor</b>	£12,000 (unlimited packages available)

Sponsoring Going Global offers high-visibility branding to the decision makers of the international education sector.

## The benefits

- high-visibility branding
- discounted exhibition stand
- prime positioning of exhibition stand (subject to availability, stand price not included)
- a special mention in the opening plenary
- complimentary conference tickets.

## Your logo featured

- Going Global website [www.britishcouncil.org/going-global](http://www.britishcouncil.org/going-global)
- email newsletters sent to the 15,000+ Going Global mailing list
- screen backdrops and conference signage
- conference programme
- conference app.



Sponsors gain maximum exposure for their organisation and the unique opportunity to be associated with Going Global in its entirety.

	<b>Platinum £40,000</b>	<b>Gold £25,000</b>	<b>Silver £12,000</b>
Deliver a theme-relevant conference session	🟢	🟢	🔴
Branded lanyards for all delegates with Going Global 2017 event logo sponsor corporate logo*	🟡 £8,000	🟡 £8,000	🟡 £8,000
Branded delegate bag with Going Global 2017 event logo and sponsor corporate logo*	🟡 £6,000	🟡 £6,000	🟡 £6,000
Branded staff T-shirts with Going Global 2017 event logo and sponsor corporate logo*	🟡 £6,000	🟡 £6,000	🟡 £6,000
Branded flags outside conference centre**	🟢	🔴	🔴
Brand catering area**	🟢	🔴	🔴
Welcome reception sponsor	🟢	🔴	🔴
Colour advertisement on the outside back cover of the conference programme*	🟢	🔴	🔴
Discount on exhibition stand	🟢 25%	🟢 20%	🟢 15%
Inclusion of your promotional items in the conference delegate bags	🟢	🟢	🟡 £1,000
A feature in one edition of the Going Global newsletter (maximum 150 words)	🟢	🟢	🟡 £1,000
Send one message to all delegates via the conference app (maximum 150 words)	🟢	🟢	🟡 £1,000
A mention in the opening plenary	🟢	🟢	🟢
Corporate logo on the plenary stage holding screen and backdrop	🟢	🟢	🟢
Corporate logo on event holding slides	🟢	🟢	🟢
Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)	🟢	🟢	🟢
Corporate logo on front page of the conference app hosting the digital programme	🟢	🟢	🟢
Corporate logo, 50-word message and web link in the conference programme	🟢	🟢	🟢
Corporate logo in relevant press releases	🟢	🟢	🟢
Use of the Going Global logo in your organisation's marketing materials	🟢	🟢	🟢
Complimentary conference passes (value £995 each)	6	4	2

🟢 = Available    🟡 = Available to purchase as an extra    🔴 = Unavailable

\*Production costs for items are to be covered by the sponsor

\*\*Production costs not included and alternate flag/pillar to be branded Going Global 2017

All sponsor package prices are exclusive of VAT.

## Opening Reception

Going Global 2017 officially launches with an Opening Reception attended by all conference participants.

The Opening Reception offers a unique, high-profile branding opportunity among the international key decision makers and influencers in attendance at Going Global.

### The benefits

- exclusive sponsorship rights of the event
- high-visibility branding privileges; including branding throughout the venue
- the opportunity to provide guests at the event with a corporate gift
- the integration of your organisation in Going Global newsletters where the appropriate fringe event appears
- access to the Going Global 2017 participant list for business-to-business opportunities (contact details not provided due to data protection laws)
- your corporate logo featured on event collateral
- a special mention in the welcome speeches.





# Branded items

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## Theme-relevant conference session

Design and deliver a session included in the main conference programme that speaks to the conference themes. A unique opportunity to explore a subject in depth with conference delegates.

## Lanyard

A high-impact product, all delegates, speakers, exhibitors and conference staff are required to wear a lanyard. Sponsor's company logo/visual identity on every lanyard distributed. Lanyard printing is double-sided for maximum impact (lanyards produced at cost to sponsor).

## Conference bag

With your logo on every conference bag that is handed out to participants, this sponsorship item is an effective way of promoting your organisation during the conference and also of raising your visibility long after the event is over. Conference bags are made of environmentally friendly materials for minimum impact to the environment.

## Staff T-shirts

Opportunity to provide conference staff T-shirts with Going Global 2017 event logo and sponsor corporate logo. The T-shirts will be worn by staff working throughout the venue.

## Branded flags outside conference centre

Be seen as soon as delegates arrive at the conference with welcome flags on the lawn outside the conference centre – a high-profile venue located in the heart of London opposite Westminster Abbey.

## Branded catering area

Opportunity to brand the catering areas where delegates meet for coffee and lunch breaks throughout the conference.

## Colour advertisement on programme

Prominent position for your brand on the outside back cover of the printed conference programme. All delegates receive a copy as they arrive.

## Conference app

With your logo on the home page of the conference app, and the opportunity to send one targeted message, this is an effective way to communicate with all conference delegates. Delegates schedule their conference programme, send messages and set up meetings with delegates and find their way around the venue, exhibition hall and poster gallery.





## Contact us

If you are interested in any exhibition, sponsorship or advertising opportunities, or to discuss a tailored package, please contact us.

going.global@britishcouncil.org  
+44(0) 20 7389 4374

For full details of Going Global 2017 and to subscribe to our newsletter, visit:  
**[www.britishcouncil.org/going-global](http://www.britishcouncil.org/going-global)**

British Council  
10 Spring Gardens  
London SW1A 2BN

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