

Going Global 2016

**The conference for leaders
of international education**

Cape Town International
Convention Centre, South Africa
3–5 May 2016

Building nations, connecting cultures



Sponsorship and exhibition opportunities

Sponsorship and exhibition opportunities

Going Global is the British Council's annual conference for international leaders of non-compulsory education. 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 1,500 registered delegates from across the tertiary education sector and various other sectors with perspectives on international education attend each year.

Going Global 2016 will take place on 3–5 May 2016 at the Cape Town International Convention Centre in South Africa.

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.

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

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 and conference supporter opportunities are available, see pages 4–11.

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 ²	£2,550	£3,000
9m ²	£3,825	£4,500
12m ²	£5,100	£6,000
15m ²	£6,375	£7,500

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

*Early bird prices available until Friday 12 February 2016.

Advertisements

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

Flyer £2,000

Promotional item* £2,000

*Promotional items exclude note pads and pens.

Conference theme

Building nations and connecting cultures: education policy, economic development and engagement

Going Global 2016 will consider how we reconcile the need for locally relevant national development and priorities alongside a commitment to international education for the global good. What does all this mean for colleges, universities and national education systems; their missions, strategies and operating models? What risks and opportunities do these new trends present for students, staff and the communities with which they engage? These questions will be examined across the following themes:

- **Education policy: local priorities, national systems and global drivers.**
- **Economic development: skills, enterprise, research and innovation.**
- **Engagement: democracy, social justice and international relations.**

While the Millennium Development Goals emphasise access to primary education, without investment in higher education, national economic and social developmental goals, necessary for creating socially engaged and just societies, will not be achieved. It is for this reason that governments and the private sector in countries such as China, Brazil, India, Singapore, South Korea and the Gulf states are funding universities, research and innovation globally to be developed at home.

With strong cross-border networks, international education is fast becoming a significant and powerful player in international relations. Whilst governments have long been aware of the role education can play in international relations and developments, providers of higher education have found themselves having to answer to a greater number of interest groups throughout the 21st century. Apart from managing the demands of local and national governments, universities and colleges are having to answer to bilateral and

multilateral agencies, as well as local, national and multi-national businesses, whilst continuing to meet the demand for skilled graduates and relevant research and innovation. For decades Europe and North America have invested in this area, but in recent years this trend is now being followed by the world's emerging economies, in turn, raising further questions around the internationalising education debate.



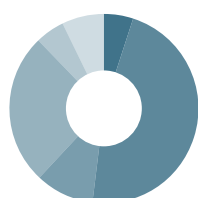
The perfect opportunity to network with those who also believe in the importance of delivering quality, international education fit for the 21st century.



Andrew Colin, Chairman, INTO University Partnerships

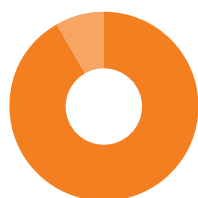
Sponsoring and exhibiting at Going Global allows you to:

- 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
- attend sessions and engage with delegates
- present your product, company or self on a global level from one location.



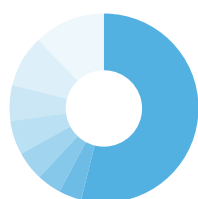
Sector representation

	Going Global 2015 London	Going Global 2014 Miami	Going Global 2013 Dubai	Going Global 2012 London	Going Global 2011 Hong Kong
Business/industry	5%	7%	6%	6%	19%
Education providers (TVET and HE)	47%	43%	45%	62%	62%
Ministries and government bodies	10%	14%	11%	11%	12%
International organisations, NGOs, Associations and membership bodies	26%	29%	24%	16%	7%
Media	5%	2%	4%	5%	
Other	7%	5%	10%		



Education sector representation

Higher education	44%	72%	61%	68%	92%
TVET	4%	4%	5%	5%	8%



Regional representation*

United Kingdom	54%	32%	29%	39%	26%
European Union	4%	2%	5%	9%	5%
Wider Europe	4%	4%	4%	4%	2%
Americas	5%	28%	7%	8%	6%
Sub-Saharan Africa	6%	6%	26%	6%	2%
Middle East and North Africa	6%	7%	5%	10%	4%
South Asia	9%	9%	11%	8%	6%
East Asia	12%	12%	13%	16%	49%

*Definitions of regions were restructured in 2011.

Sponsor packages

Platinum Sponsor	£40,000 (maximum of one platinum sponsor)
Gold Sponsor	£25,000 (maximum of four packages)
Silver Sponsor	£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
- supporter packages at the discounted upgrade price
- 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 homepage www.britishcouncil.org/going-global
- email newsletters sent to the 15,000+ Going Global mailing list
- screen backdrops and conference signage
- conference programme.



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

	Platinum £40,000	Gold £25,000	Silver £12,000
Corporate logo on all Going Global 2016 advertisements (excluding web banners)	🟢	🔴	🔴
Corporate logo on front page of the Going Global 2016 mobile application hosting the digital programme	🟢	🟢	🟢
Display of sponsor's corporate logo on the plenary stage holding screen and backdrop	🟢	🟢	🟢
Announcement of sponsor status in the Going Global 2016 email newsletter sent to 15,000+ contacts	🟢	🟢	🟢
Display of corporate logo on event holding slides	🟢	🟢	🟢
Display of corporate logo, 50 word message and web link in the conference programme	🟢	🟢	🟢
A mention in the opening plenary	🟢	🟢	🟢
Prime positioning of exhibition stand (subject to availability, stand price not included)	🟢	🟢	🟢
Use of the Going Global logo in your organisation's marketing materials	🟢	🟢	🟢
Your corporate logo in relevant press releases	🟢	🟢	🟢
Display of your corporate logo, extended message and contact details on the website (maximum 50 words)	🟢	🟢	🟢
A feature in one edition of the Going Global newsletter	🟢	🟢	🟡 £3,000
Full page colour advertisement on the outside back cover of the conference programme	🟢	🔴	🔴
Opportunity to provide conference lanyards for all delegates with sponsor corporate logo*	🟡 £8,000	🟡 £8,000	🟡 £8,000
Opportunity to provide conference staff t-shirts with Going Global 2016 event logo and sponsor corporate logo*	🟡 £6,000	🟡 £6,000	🟡 £6,000
Opportunity to provide conference delegate bag with Going Global 2016 event logo and sponsor corporate logo*	🟡 £6,000	🟡 £6,000	🟡 £6,000
Inclusion of your promotional items in the conference delegate bags (excluding notepads and pens)	🟢	🟢	🟡 £1,500
Opportunity to deliver a theme relevant conference session	🟢	🟡 £7,000	🔴
Opportunity to exclusively brand one of three zones at the conference centre*	🟡 £6,000	🟡 £6,000	🟡 £6,000
Opportunity to brand extra banners in the opening plenary auditorium with Going Global 2016 and sponsor corporate logo*	🟡 £6,000	🔴	🔴
Complimentary conference passes (value £1,000 each)	6	4	2

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

*Production costs for items marked with an asterisk are to be covered by the sponsor

Supporter packages and upgrades

Supporters are able to have their brand exclusively represented at an event or on a product.

Product	Package details	Standard price	Upgrade price*
Events and fringe activity			
Opening reception	Exclusive sponsorship rights and branding privileges of the opening reception.	£25,000	£20,000
Theme relevant conference session	Opportunity to deliver a session to further engage with conference delegates.	n/a	£7,000
Products and branding			
Lanyard	Exclusive logo on all delegate lanyards.	£12,000	£8,000
T-shirts	Exclusive logo on T-shirts worn by conference staff	£10,000	£6,000
Conference bag	Exclusive logo on all delegate conference bags.	£10,000	£6,000
Conference app	Exclusive logo on conference app. Exclusive opportunity to send one targeted message per day to all delegates. Sponsor's logo to appear on the post event email.	£4,000	£2,000
Pads and pens	Exclusive rights to provide delegates with branded pens and pads.	£4,000	£2,000

*Upgrade price available to sponsors only

Opening Reception £25,000 (upgrade price £20,000)

An exclusive opportunity for your organisation to host an event.

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
- prime positioning of exhibition stand (subject to availability, stand price not included)
- the integration of your organisation in Going Global newsletters where the appropriate fringe event appears
- complimentary conference tickets and discounts
- access to the Going Global 2016 participant list for business-to-business opportunities (contact details not provided due to data protection laws)
- your corporate logo featured on the invitation and event collateral
- a special mention in the welcome speeches
- Involvement in shaping the event programme with the Going Global team, e.g. entertainment, branding etc.



Supporter packages and upgrades

Supporters are able to have their brand exclusively represented at an event or on a product.

Opening Reception

Going Global 2016 officially launches with an Opening Reception attended by all conference participants. The Opening Reception offers a unique, high profile branding opportunity amongst the international key decision makers and influencers in attendance at Going Global.

The package includes:

- exclusive sponsorship rights of the Opening Reception
- two complimentary delegate passes (value £1,000 each)
- eight complimentary tickets to attend the Opening Reception

- six customer invitations for Going Global with a discount of £100 per ticket
- the right to use the Going Global logo and official title of Opening Reception sponsor in your organisation's marketing materials
- recognition of official sponsor of the Opening Reception in the email newsletter sent to 15,000+ contacts.

Standard price £25,000

Upgrade price £20,000

Supporter packages and upgrades

Supporter packages

All supporter packages include one complimentary delegate pass (value £1,000) and an organisation profile on the conference website (50 words). Please contact the office to discuss a tailored package.

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).

Standard price £12,000
Upgrade price £8,000

Staff T-shirts

Opportunity to provide conference staff T-shirts with Going Global 2016 event logo and sponsor corporate logo. The T-shirts will be worn by staff working throughout the venue.

Standard price £10,000
Upgrade price £6,000

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 (conference bags produced at cost to sponsor).

Standard price £10,000
Upgrade price £6,000

Conference app

With your logo on the home page of the conference app, and the opportunity to send one targeted message per day this sponsorship opportunity 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.

Standard price £4,000
Upgrade price £2,000

Pads and pens

The pens and pads will be in constant use, not only during the conference sessions but also whilst networking. The pens and pads will be included in every participant's conference bag (pens and pads provided by sponsor).

Standard price £4,000
Upgrade price £2,000



Contact us

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

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+44(0) 207 389 4374

For full details of Going Global 2016 and to subscribe to our newsletter visit:
www.britishcouncil.org/going-global

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The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.