

Going Global 2023, Edinburgh

Sponsorship Opportunities

June 2023

What is Going Global?

Since its inception in 2004, the British Council's annual Going Global conference has provided a strategic forum for leaders in international education to share knowledge and build a global network to shape the future of further and higher education across the world.

This year's conference will be visiting Edinburgh, following on from our 2022 Singapore event, and will address shared global challenges and discuss the future of education through a format of network events, plenaries, masterclasses, in depth conversations and panel discussions. The plenaries will also be made available online for a wider audience.

Date: Monday 20 to Wednesday 22 November 2023

Location: Edinburgh International Conference Centre

www.britishcouncil.org



Going Global 2023 - Theme

Towards sustainable, scalable and equitable partnerships in tertiary education.

Can we radically rethink international tertiary education so that it better addresses global and national challenges by fostering more equitable connections, mutual learning and understanding? What is the role of internationalisation in fostering innovation and change? Conference discussions will be centred around **three sub-themes**:

Systems and structures:

- Many nations are moving towards integrating their higher and further education systems. What are the benefits and risks of this approach?
- Which models of TNE help nations develop tertiary education systems that work in their culture and context – and avoid some of the identified defects in traditional models (e.g., organising subjects in silos)?
- Qualification recognition is a major barrier to the formation of international partnerships and graduate employability for some professions.
- Governments are concerned about quality assurance of foreign providers. Are there examples of system level agreements or tools that address recognition issues effectively?
- Universities have often been recognised as important for nation building and as bulwarks of civil society. What is their role in resilient and sustainable regionalisation? What can we learn from the EU and ASEAN (Association of Southeast Asian Nations)? How do governments manage the compromise between national ownership and accessible international systems (e.g., in research outputs, mobility platforms, security)?

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Teaching and Learning:

- ☐ Can AI be harnessed in the pursuit of equity – and how can it be prevented from entrenching inequities further?
- ☐ Will micro-credentials help achieve the aspiration of flexible life-long learning available to all or will they always be second best to a qualification requiring intensive study for 3 or 4 years? What has been tried? What works?
- ☐ How can employers be brought more fully into the work of developing fit for purpose courses?
- ☐ How can we challenge sexual and gender-based violence in tertiary education?
- ☐ Can we create innovative mobility platforms and exchanges that are equitable, reciprocal and affordable? How would these be financed?
- ☐ Are there models that are particularly effective in increasing access to higher education and skills development for disadvantaged and vulnerable groups in global society (e.g., students with disabilities, living in remote or rural communities, students who are refugees)?

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Research and Partnerships:

- In the context of an increasingly isolationist world, how do institutional partnership models balance their commitment to local, national, regional and global contribution? How do they navigate and balance geo-political tensions and the impact of politically driven policies?
- What can governments and funders do to develop governance and reporting arrangements that are fit for purpose and support increased equity? Are there any radically different models?
- How do national innovation, science and skills policies drive or deter the development of more balanced international partnerships? Should the drivers be increased, and the barriers lessened?
- Steps have been taken to make pathways into research careers accessible to different groups. What more needs to be done?
- Why do we still have gender gaps in STEM (Science, Technology, Engineering and Mathematics)? What new approaches are closing these gaps?

Why Sponsor?



Market access

- 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

Our Reach

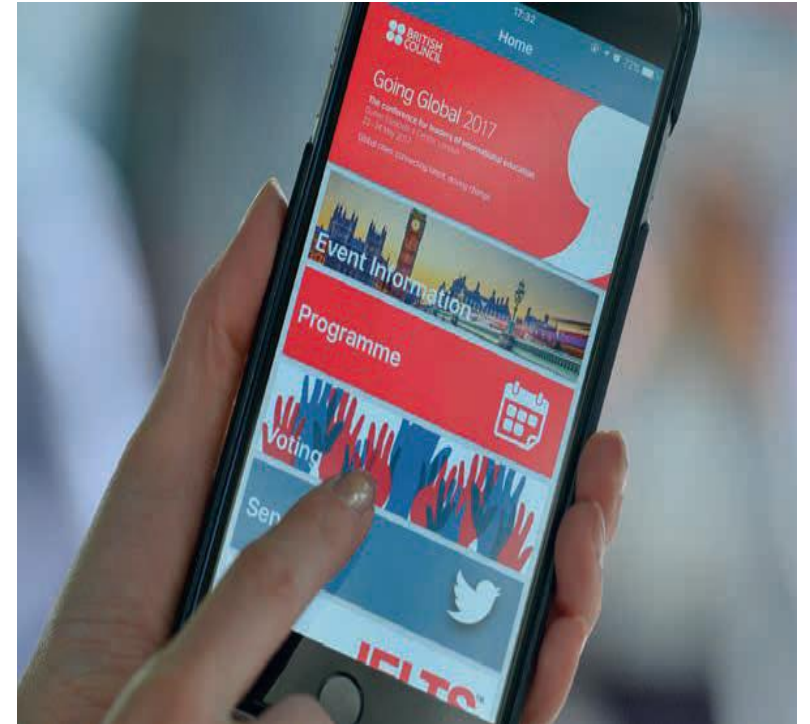
Target audience (est.):

The conference will bring together a small influential group of 350 international senior tertiary education leaders, primarily consisting of:

- Ministers and senior government officials
- Vice-chancellors and college principals
- Pro-Vice Chancellors (International)
- Funders of International education – Both national and multinational
- Heads of other sector bodies (Quality assurance, leadership etc.)
- Heads of multinational association of universities
- Industry leaders

Social media channels and digital reach:

- Twitter, LinkedIn, Facebook
- Social media audience: 9.7 million
- Impressions: 120 million
- Engagement: 2 million



Key statistics



- In 2020–21 British Council connected with **67** million people directly and with **745** million people overall, including online and through our broadcasts and publications
- Going Global 2022 convened **268 delegates** face-to-face, including senior leaders and experts, representing **140 organisations** across **18 countries** and territories.
- At the 2022 event in Singapore, **70%** of attendees felt that the event was personally relevant and **93%** felt it was useful for sharing insights on developments in higher education.

- Data from British Council Annual Report (2020–21) and Going Global 2019-2021.

Future events – Nigeria 2024

Following on from the Asia Pacific regional Going Global in 2022, the next regional event will take place in Abuja, Nigeria in October / November 2024.

We are welcoming sponsors for this event as well and are happy to discuss a longer-term competitive package further with you.

Please contact
going.global@britishcouncil.org to discuss this, and any other sponsorship questions you may have.



Sponsorship Packages

Benefits	Silver – 10k	Gold – 15k	Platinum – 20k
A mention in the opening plenary	✓	✓	✓
Conference attendance (number of tickets in the package)	Two	Three	Four
Deliver a theme relevant parallel session			✓
Deliver a theme relevant "breakfast" session (08.00-09.00)		✓	
Exhibition stand (size tbc)	✓	✓	✓
An advert in the digital event conference programme		Half Page	Full Page (A4)
Branding opportunities at the "Welcome reception" to be held on the evening of Monday 20 November			✓

Sponsorship Packages

Benefits	Silver – 10k	Gold – 15k	Platinum - 20k
Branding opportunities across the conference centre – outside flags; indoor pillars etc – production costs in addition to sponsorship fee			✓
Logo on conference collateral	✓	✓	✓
Logo to be included in delegate email communications and sponsor handles to be included in relevant social media promotions	✓	✓	✓
A notification message to be shared to all delegates through the conference app	✓	✓	✓
Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)	✓	✓	✓
One thank-you message as part of a wider email communication to all delegates after the conference, logo credited	✓	✓	✓

Platinum Sponsorship - 20,000 GBP

Benefits	Benefits
A mention in the opening plenary	Conference attendance (number of tickets in the package) - Four tickets
Deliver a theme relevant parallel session	Exhibition stand (size tbc)
An advert in the digital event conference programme (Full page A4)	Branding opportunities across the conference centre – outside flags; indoor pillars etc – production costs in addition to sponsorship fee
Logo on conference collateral	Logo to be included in delegate email communications and sponsor handles to be included in relevant social media promotions
A notification message to be shared to all delegates through the conference app	Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)
One thank-you message as part of a wider email communication to all delegates after the conference, logo credited	Branding opportunities at the "Welcome reception" to be held on the evening of Monday 20 November

Gold Sponsorship - 15,000 GBP

Benefits	Benefits
A mention in the opening plenary	Conference attendance (number of tickets in the package) - Three tickets
Deliver a theme relevant "breakfast" session (08.00-09.00)	Exhibition stand (size tbc)
An advert in the digital event conference programme (Half page)	Logo on conference collateral
Logo to be included in delegate email communications and sponsor handles to be included in relevant social media promotions	A notification message to be shared to all delegates through the conference app
Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)	One thank-you message as part of a wider email communication to all delegates after the conference, logo credited

Silver Sponsorship - 10,000 GBP

Benefits	Benefits
A mention in the opening plenary	Conference attendance (number of tickets in the package) - Two tickets
Exhibition stand (size tbc)	Logo on conference collateral
Logo to be included in delegate email communications and sponsor handles to be included in relevant social media promotions	A notification message to be shared to all delegates through the conference app
Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)	One thank-you message as part of a wider email communication to all delegates after the conference, logo credited

Thank you

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