

Going Global 2018

**The conference for leaders
of international education**

Kuala Lumpur Convention Centre,
Malaysia
2–4 May 2018

Global connections, local impact



Sponsorship and exhibition opportunities

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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 non-governmental organisation, 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 900 registered delegates from across the tertiary education sector and various other sectors with perspectives on international education attend each year.

Going Global 2018 will take place on 2–4 May 2018 at the Kuala Lumpur Convention Centre in Malaysia. 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.

900 +
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, Silver and Digital 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 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 9 February 2018.

All exhibition stand prices are exclusive of VAT.

Capture leads

Scan delegates' contact information through the Going Global app. Ensure that newly formed business relationships are maintained beyond the conference.

Advertisements

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

Flyer £1,750

Promotional item £2,000

Pens £2,000 + production cost

Notepads £2,000 + production cost

Global connections, local impact: creating 21st century skills, knowledge and impact for society-wide good

In 2015 Malaysia launched a ten-year national Blueprint for Higher Education that aims to nurture talent, reinforce global standards and develop graduates for 21st century life. Going Global 2018 will be held there, in a country which has a growing reputation as a higher education hub in the region.

Tertiary institutions in the 21st century are both globally connected and locally engaged, playing a key role in communities. They help to develop globally-minded citizens, acting as conduits to international partnerships, creating the conditions for industry collaboration and social innovation. They also act as agents of social change, inclusion and mobility.

This year's conference will address vital questions:

- Against the backdrop of financial, environmental and political challenges how can leaders and policymakers develop a well-understood role for institutions in terms of their social obligation and knowledge economy impact?
- What are the top priorities in ensuring national tertiary education is fit to shape societies of the future, meet the future needs of students, employers and communities?
- How can global tertiary networks contribute to their achievement?

ASEAN has recently realised a five-decade dream of bringing together its ten member states (including Malaysia) to form an economic community, bringing social progress, stability and greater opportunity to the region.

With 15 million students enrolled across the region, at the heart of this transformation is the role of tertiary education and the contribution to society and cultural understanding, economic growth and employability. The opportunities and subsequent challenges raised are in fact reflected across the globe.

We will address, through a policy or practice lens, five challenges for the future of international tertiary education:

- New skills, new graduates
- Social mobility and international mobility
- Demonstrating impact
- Future-proofing HEI systems
- New models of delivery



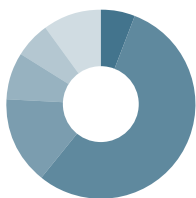
The perfect opportunity to network with those who also believe in the importance of delivering quality, international education fit for the 21st century.



Andrew Colin, Chairman, INTO University Partnerships

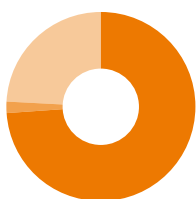
Sponsoring and exhibiting at Going Global allows you to:

- 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.



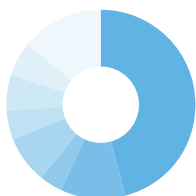
Sector representation

	Going Global 2017 London	Going Global 2016 Cape Town	Going Global 2015 London	Going Global 2014 Miami	Going Global 2013 Dubai
Business/industry	6%	4.6%	5%	7%	6%
Education providers (TVET and HE)	55%	44%	47%	43%	45%
Ministries and government bodies	15%	12%	10%	14%	11%
International organisations, NGOs, Associations and membership bodies	8%	28.3%	26%	29%	24%
Media	6%	3.3%	5%	2%	4%
Other	10%	7.8%	7%	5%	10%



Education sector representation

	Going Global 2017 London	Going Global 2016 Cape Town	Going Global 2015 London	Going Global 2014 Miami	Going Global 2013 Dubai
Higher education	74%	58%	44%	72%	61%
TVET	2%	4.3%	4%	4%	5%
Other	24%	37.7%	52%	24%	34%



Regional representation

	Going Global 2017 London	Going Global 2016 Cape Town	Going Global 2015 London	Going Global 2014 Miami	Going Global 2013 Dubai
United Kingdom	46%	32%	54%	32%	29%
European Union	11%	5%	4%	2%	5%
Wider Europe	4%	3.6%	4%	4%	4%
Americas	8%	6.6%	5%	28%	7%
Sub-Saharan Africa	5%	31.4%	6%	6%	26%
Middle East and North Africa	6%	10.9%	6%	7%	5%
South Asia	6%	3.5%	9%	9%	11%
East Asia	14%	7%	12%	12%	13%

Sponsor packages

Platinum sponsor

Gold sponsor

Silver sponsor

Digital sponsor

£25,000 (maximum of one platinum sponsor)

£20,000 (maximum of four packages)

£12,500 (unlimited packages available)

£15,000 (maximum of one digital sponsor)

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
- 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.

	Platinum £25,000	Gold £20,000	Silver £12,500	Digital £15,000
Deliver a theme-relevant conference session	🟢	🔴	🔴	🔴
Deliver a theme-relevant breakfast session	🔴	🟢	🔴	🔴
App sponsorship	🔴	🔴	🔴	🟢
Branded lanyards for all delegates with Going Global 2018 event logo sponsor corporate logo*	🟡 £8,000	🟡 £9,000	🟡 £10,500	🟡 £10,000
Branded delegate bag with Going Global 2018 event logo and sponsor corporate logo*	🟡 £6,000	🟡 £7,000	🟡 £8,500	🟡 £8,000
Branded staff T-shirts with Going Global 2018 event logo and sponsor corporate logo*	🟡 £5,000	🟡 £6,000	🟡 £7,500	🟡 £7,000
Branded water stations and bottles*	🟡 £5,000	🟡 £6,000	🟡 £7,500	🟡 £7,000
Advert on outside back cover of conference programme	🟢	🔴	🔴	🔴
Branding opportunities across the conference centre*	🟢	🔴	🔴	🔴
Sponsor opening reception	🟢 at cost	🔴	🔴	🔴
Discount on exhibition stand	🟢 25%	🟢 20%	🟢 15%	🟢 17%
Inclusion of your promotional items in the conference delegate bags	🟢	🟢	🟡 £1,500	🟡 £1,000
A feature in one edition of the Going Global newsletter (maximum 150 words)	🟢	🟢	🟡 £1,500	🟡 £1,000
Send one message to all delegates via the conference app (maximum 150 words)	🟢	🟢	🟡 £1,500	🟡 £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 tickets (value £995 each)	6	4	2	3

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

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

All sponsor package prices are exclusive of VAT.

Branded items

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 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

- as participants download the Going Global app the sponsors artwork will appear for 10–30 seconds
- Beacon interactivity allows the digital sponsor to send a push notification welcome message to each attendee as they walk through the conference doors for the first time
- continuous banner advert at the top of the Going Global app
- during the live voting in the closing plenary and ongoing parallel sessions, sponsors logo appears as participants interact with the conference app.

Water stations and bottles

Be the life source of the conference by keeping delegates sustained throughout the event. Branded water bottles to be provided to all delegates and branded water stations throughout the venue for delegates ensuring that the sponsor brand is on delegates' minds during the conference and beyond.

Breakfast session

Kick off the day with delegates by providing additional content for delegates to enjoy. An opportunity to share knowledge and leave a lasting impression on delegates' minds as they continue their conference journey.

Sponsor the opening reception

Going Global 2018 officially launches with an Opening Reception attended by all conference participants.

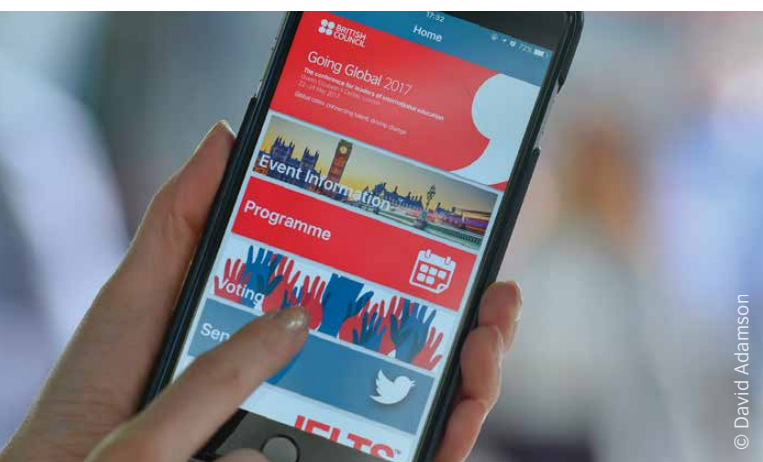
The Opening Reception offers a unique, high-profile branding opportunity among the international key decision makers and influencers in attendance at Going Global.

The benefits

- opportunity to connect with delegates and share your organisation's key messages with a welcome address to the Going Global audience*
- 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.

*Welcome address should be provided by a member of the organisation's senior management team





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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For full details of Going Global 2018
and to subscribe to our newsletter, visit:
www.britishcouncil.org/going-global

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