



Going Global 2026 - Istanbul

Sponsorship opportunities

What is Going Global?

- ❖ Since its inception in 2004, the British Council's Going Global conference has provided a strategic forum for leaders in international education to connect, share knowledge, and shape the future of further and higher education worldwide.
- ❖ Going Global brings together senior policymakers, university leaders, funders, and sector experts through plenaries, masterclasses, in-depth discussions, and networking events.



About Going Global 2026

- ❖ Going Global 2026 will be hosted in **Istanbul**, marking the first time the conference takes place in **Türkiye**.
- ❖ 17-19 November 2026.
- ❖ This regional edition of the conference will bring a strong focus on collaboration across Europe, Asia, the Middle East, and Africa, positioning Istanbul as a global meeting point for higher education dialogue.



Background photo by Mehmet Bozgedik on Unsplash.
Foreground photo by DAVID POULTNEY @IN-PRESS PHOTOGRAPHY LTD

Conference theme: Future-ready tertiary education

The Going Global 2026 conference in Istanbul will explore six questions:

- ❖ How do tertiary education systems safeguard **quality of teaching** and strengthen national and institutional capacity as they grow?
- ❖ How can governments raise the **quality of research** within their universities, including through international collaboration?
- ❖ What role can **digital modes of delivery, technology enhanced learning and Edtech** play in improving the quality of tertiary education?



Conference theme: **Future-ready tertiary education**

- ❖ How can tertiary education systems build resilience and prepare for future challenges, including **maintaining labour market relevance**?
- ❖ How do tertiary education systems embed **equity and inclusion** as they expand?
- ❖ How can **international collaboration** – current and potential – strengthen national and institutional capacity, quality assurance, and innovation?



Going Global 2025

The programme went beyond traditional themes to address:

- ❖ digital transformation & AI
- ❖ skills and employability
- ❖ geopolitics
- ❖ equity and inclusion
- ❖ system resilience.

Delegate feedback from 2025:

“The conference helped clarify potential directions and opportunities.”



Key statistics from Going Global 2025

Going Global 2025 London

- Venue: QEII Conference Centre.
- Participants from: 50+ countries.
- Participant profile: 450+ senior leaders.

Who attended?

A curated, high-level audience shaping the future of tertiary education, including:

- ministers and senior government officials
- vice-chancellors and rectors
- pro vice-chancellors (international)
- policy leaders and funding bodies
- industry decision-makers.



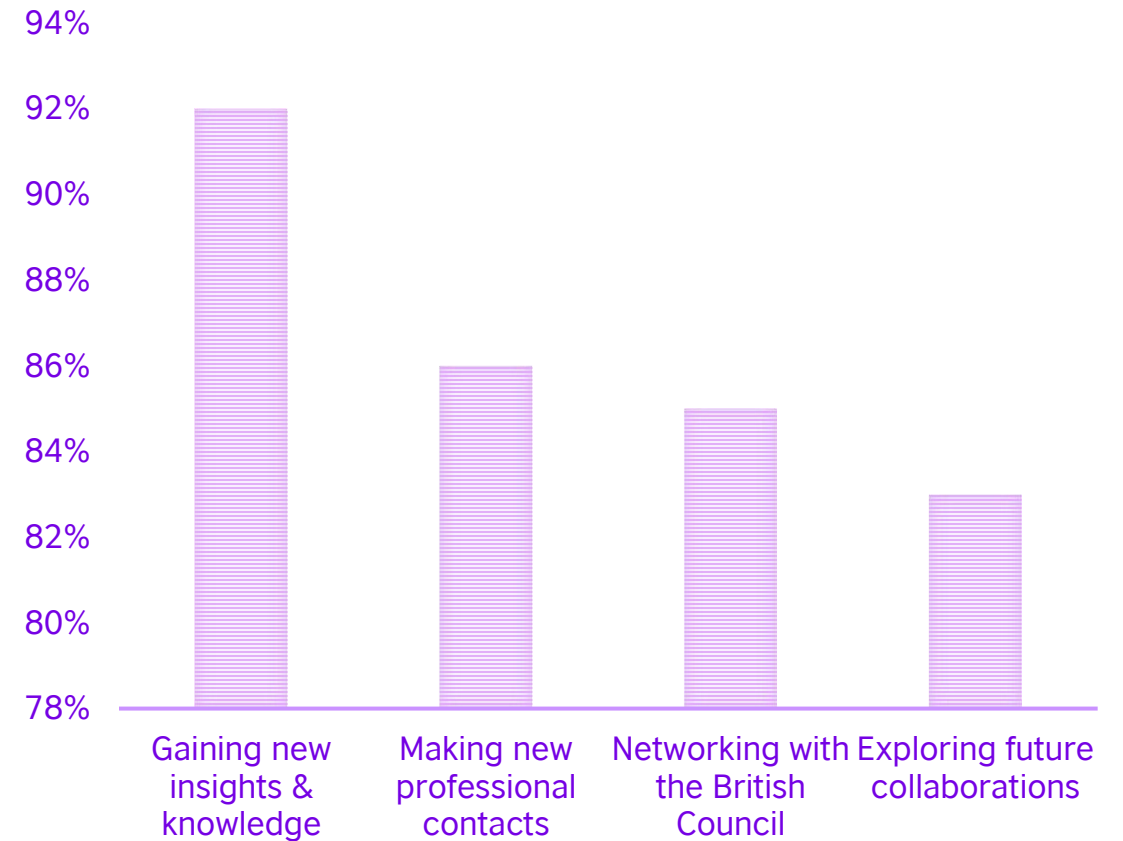
Why Going Global?

What makes Going Global different?

Participants consistently highlight:

- a concentration of senior decision-makers
- the strategic, future-focused agenda
- global diversity of attendees
- high-quality networking
- professional organisation and digital experience.

Primary drivers for participation



Why sponsor Going Global 2026?

- ❖ Direct access to influential global education leaders.
- ❖ Opportunities to build meaningful partnerships with institutions, governments, and funders.
- ❖ Increased visibility and brand recognition across a highly targeted international audience.
- ❖ Association with a trusted global education brand – the British Council.
- ❖ A unique opportunity to engage with emerging markets across Europe, Asia, and neighbouring regions.



Why sponsor Going Global 2026?

Our audience

Going Global 2026 will convene a curated group of approximately 350-400 senior leaders, including:

- ministers and senior government officials
- vice-chancellors, rectors, and university presidents
- pro-vice chancellors (international)
- funders of international education
- heads of quality assurance and leadership bodies
- leaders of multinational university networks
- industry and private sector partners.

Our reach

Digital and social reach (based on previous events):

- Event reach: 70,000+ users.
- Active users: 7,000+.
- Engagement rate: 70 per cent+.
- Growing year-on-year audience and participation.

British Council global reach (2023–24):

- 589 million people reached worldwide.
- 155 million people engaged meaningfully.
- 2,900+ higher education institutions supported globally.

Why sponsor Going Global 2026?

- ❖ Many from the global higher education leadership sector will be convened together.
- ❖ That provides you with direct access to 350-450 senior decision-makers.
- ❖ There will be representation from many countries present.
- ❖ Previous conferences have shown a 94 per cent delegate satisfaction rating and NPS of 65.
- ❖ 83 per cent are actively seeking new collaborations and opportunities.
- ❖ Going Global is a strategic convening of global influencers shaping policy, partnerships, and investment decisions.
- ❖ By sponsoring Going Global 2026, you can position your organisation:
 - at the centre of global education dialogue
 - in front of senior institutional and government leaders
 - as a trusted partner in innovation and international collaboration
 - within one of the world's most dynamic geopolitical crossroads.

Audience profile (2026 projection)

Going Global 2026 will convene approximately 350-450 senior leaders, including:

- ❖ government ministers and senior officials
- ❖ university rectors, presidents and vice-chancellors
- ❖ pro vice-chancellors (international)
- ❖ international education funders
- ❖ heads of sector bodies and quality assurance agencies
- ❖ leaders of multinational university networks
- ❖ industry and private sector partners.

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Flexible sponsorship opportunities

Alongside our core sponsorship packages, we welcome creative and bespoke sponsorship ideas, including:










- branded networking receptions
- sponsored policy roundtables
- cultural and social events
- delegate welcome experiences
- digital engagement opportunities.

We are happy to discuss tailored sponsorship packages and longer-term partnerships.

Contact: going.global@britishcouncil.org



Sponsorship packages - GBP

Benefits	Silver –12k	Gold –15k	Platinum – 25k
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 to 09.00) Breakfast refreshments to be included (exact offer TBC)			
Exhibition stand (a five-foot trestle table clothed in black baize with two chairs provided)			
An advert in the digital event conference programme		Half page	Full page (A4)
Branding opportunities at the welcome reception			

Sponsorship packages - GBP

Benefits	Silver –12k	Gold –15k	Platinum – 25k
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 – 25,000 GBP

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 (a five-foot trestle table clothed in black baize with two chairs)
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

Gold sponsorship – 15,000 GBP

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 to 09.00) Breakfast refreshments to be included (exact offer TBC)	Exhibition stand (a five-foot trestle table clothed in black baize with two chairs)
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 – 12,000 GBP

Benefits

A mention in the opening plenary	Conference attendance (number of tickets in the package) - two tickets
Exhibition stand (a five-foot trestle table clothed in black baize with two chairs)	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**