

Going Global 2025, London

Sponsorship Opportunities

May 2025

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.

Going Global 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 Going Global international tertiary education conference takes place biennially in the UK. This year's conference will be held in London

Date: Tuesday 28 to Thursday 30 October 2025

Location: Queen Elizabeth II Conference Centre, Westminster, London, SW1P 3EE.

www.britishcouncil.org



Going Global 2025 - Theme

The 2025 theme is: **Resilience, Values, Innovation: Surviving and Thriving in a Volatile World**

Tertiary education leaders worldwide face a more complex and volatile landscape than ever before, shaped by geopolitical tensions, conflict, political intervention, economic uncertainty, increased demand, and technological disruption. The pace of change and requirement to respond to numerous urgent issues at the same time, while keeping an eye on the longer term, presents a unique set of challenges.

Institutions need to demonstrate **resilience**, dealing with current crises, building sustainability and planning for an uncertain future. They must continue to act as civic institutions, standing up for core **values** such as academic freedom, equity and inclusion – as well as openness to working across borders to address global challenges. They will need to embrace **innovation**, changing their models to offer students flexible learning pathways throughout their lives, adapting curricula to develop the skills and knowledge required for new jobs, and harnessing technology, particularly artificial intelligence (AI), to improve teaching, learning and research.

No single institution or country can solve these problems alone; stronger international collaborations and equitable partnerships will be essential for success.

Going Global 2025 - Theme

Resilience: Tertiary education has to adapt. In most countries, this has had to be done with constrained resources and increasing financial pressure. It is essential to explore innovative funding models and to make the case for strategic investment in education and research. The costs of not doing so are high and include a failure to develop human potential. Tertiary education has been affected by the increase of conflict across the globe and there is a lost generation of uneducated young people who will not be equipped to rebuild post-conflict. It is important to learn lessons from recent experience to build a resilient global system able to support countries during and post-conflict.

Values: Geopolitical tensions are increasing, and liberal values are coming under threat. Government intervention with a nationalist agenda is threatening academic freedom and institutions are struggling to establish clear guidelines for dialogue and debate, particularly around race and gender. It is critical that universities and colleges develop strategies to consolidate their role as strong civic institutions. Universities and colleges need to provide their students with the relevant skills and opportunities to make an active contribution to their local communities and economies. Education institutions need to continue to encourage two-way mobility of students and academics and to build international teaching and research partnerships, fostering intercultural understanding and contributing to the expansion of a global community.

Innovation: The labour market is changing rapidly. Tertiary education needs to innovate to continue to meet the needs of modern societies. An important feature of any new models will be the creation of lifelong learning opportunities, with students enrolling for employment-relevant short courses at each stage of their careers. New technologies present both opportunities and challenges. AI has the potential to enhance current models of learning, increasing access to knowledge and providing individualized support, but AI also raises security and ethical concerns, with policy and regulation struggling to keep up with the pace of technological advancement.

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:

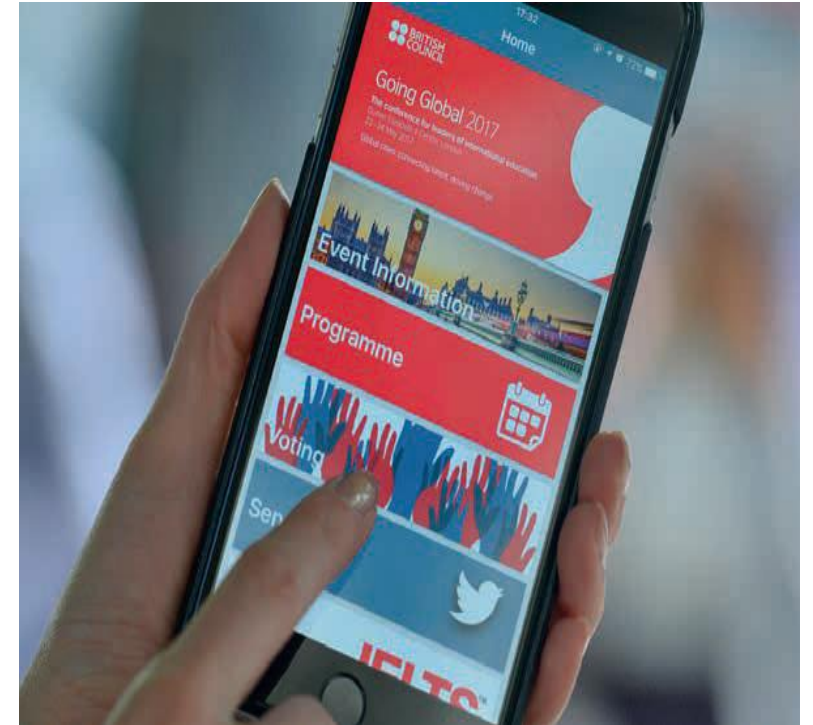
Conference itself will bring together a small invited and curated group of 350 influential international senior tertiary education leaders, primarily:

- 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*:

- Event Count: 73k
- Active users: 7.1k
- New users: 5.4k
- Engagement/Interaction is at 71.6%.
- An increase of 20.1% on previous year.

* Figures relate to the 2024 Abuja conference.



Key statistics



- In 2023–24 the British Council reached **589 million people across the world** and increased the number of people with whom we had a more qualitative, meaningful engagement from 111 million in 2022–23 to 155 million in 2023–24.
- Globally and across the four nations of the UK, **we supported 2946 further and higher education institutions to build partnerships** focused on transnational education (TNE), joint teaching programmes, science and research
- The Going Global 2023 conference was hosted in Edinburgh in November 2023 and convened **400 delegates** face-to-face, including senior leaders and experts, representing **277 organisations** across **45 countries and territories**.
- At the 2023 event 79% were “**very likely**” to recommend Going Global to others, whilst two thirds felt it had been ‘**very effective**’ in demonstrating the benefits of international collaboration.

Data from British Council Annual Report (2023–24) and Going Global..

Future events

Going Global operates on a rotational basis between a UK based conference and a regionally focused event.

Following on from the Asia Pacific regional Going Global in 2022 and the SSA event in 2024, the next regional event will take place in 2026 – The location is yet to be confirmed!

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

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



Sponsorship packages – We can work with you!



Alongside our default packages on the following slides, we are also keen to hear from you on any other exciting opportunities that you might like to propose, that can help to add value to the conference programme.

For example, *for an agreed fee*, we can help facilitate a bespoke wrap around event; Anything from a bar hire for some social food and drinks or a networking event on a Thames river cruise perhaps - Delegates would be formally invited along and the event would be suitably promoted and branded.

Should you have any novel ideas that work for your company, do please let us know at [**going.global@britishcouncil.org**](mailto:going.global@britishcouncil.org)

Sponsorship Packages

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 (08.00-09.00) – “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" to be held on the evening of Monday 20 November			✓

Sponsorship Packages

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

(Price above inclusive of VAT – Package cost £20,833.33 excl. VAT)

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 (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" to be held on the evening of Monday 20 November

Gold Sponsorship - 15,000 GBP

(Price above inclusive of VAT – Package cost £12,500 excl. VAT)

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) – Actual “breakfast” included (e.g.: Coffee, pastries, fruit etc. – 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

(Price above inclusive of VAT – Package cost £10,000 excl. VAT)

Benefits	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

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