

INTERNATIONAL EDUCATION CONFERENCE 2019 SPONSORSHIP PROSPECTUS

Dates: 3 - 4 December 2019

[Edinburgh International Conference Centre](#)

WORK WITH US TO ACHIEVE YOUR INTERNATIONAL AMBITIONS

For over 80 years the British Council has been recognised as one of the world's leading cultural relations organisations. We build links between the UK and those around the world, helping to create trust and lay foundations for prosperity and security.

[British Council International Education Services \(IES\)](#) is a global programme to support UK education providers in their international work. IES operates in over 60 countries, providing services for international student recruitment, market intelligence, and enabling the development of working relationships with institutions in-country.

Over 1,100 UK education institutions are currently engaged with IES and our website attracts over 8,000 individual users, all of whom will receive an invitation to this year's conference.

Helping you to achieve your objectives

- **Brand exposure** – delegates will be exposed to your brand from the beginning of their conference journey via our dedicated event website and event app. Once at the conference, the exhibition area is designed to ensure maximum footfall and brand exposure for sponsors and exhibitors.
- **Relationship building** – the International Education Conference allows you to meet with decision makers and budget holders from across the UK education sector. Using our appointment booking system and new event app, you will be able to arrange one-to-one appointments with delegates, send and receive messages and alert delegates to your latest news or updates.
- **Reaching new audiences** – the International Education Conference attracts delegates from across the education sector, from both public and private providers, giving you the widest possible audience.
- **Be part of something big** – the International Education Conference is the UK's largest conference dedicated to international marketing and student recruitment.



ABOUT THE 2019 CONFERENCE

The **International Education Conference 2019** will take place on 3 – 4 December 2019 at [Edinburgh International Conference Centre](#).

We are building on the success of our 2018 conference which took place in Manchester and provided a platform through which professionals in international education marketing can gain market intelligence, network and share best practice. The 2018 event was the most successful and highly attended event yet and we will continue to grow these achievements and hope you are a part of this journey.

The conference will attract international marketing and recruitment staff from UK schools, colleges, universities and English language providers, as well as British Council staff from over 50 countries. We expect a total of 600 delegates to attend.

Those attending will include:

- International recruitment and marketing directors and managers
- International business development managers
- Directors of international operations
- International partnerships managers
- Transnational education managers
- International admissions and student support managers



PROGRAMME

The whole event will be based on theme which will be announced shortly.

We predict the conference to have four bespoke programme strands:

- Higher education
- Further education
- Boarding schools and independent colleges
- English language providers
 - Agents
 - International Student Support

Each strand of the programme will feature the latest market intelligence of relevance to each sector.

In addition to each programme strand, we will have a series of unmissable plenary sessions delivered by industry experts. In 2018, we welcomed Robin Bew from the Economist Intelligence Unit.

The conference also includes a number of networking events designed to allow delegates to meet informally, including our popular drinks reception and networking dinner.



OPPORTUNITIES FOR SPONSORS AND EXHIBITORS

We have a variety of sponsorship and exhibition packages have been designed to give you as much choice as possible. All are listed below.

Whichever option you prefer, we will be happy to work with you to make sure your objectives are met, and you will receive individual support from our designated sponsorship team.

The sponsor and exhibitor packages are:

- Networking dinner sponsor
- Drinks reception sponsor
- Communication sponsor ****New package****
- Conference app sponsor
- Conference lanyard sponsor
- Conference exhibitor
- Conference session sponsor

If you have any other sponsorship suggestions or ideas, we would be happy to discuss them with you.

	Dual Package (Dinner and Drinks)	Networking Dinner	Drinks Reception	Communication	Lanyard	App Sponsor	Session Sponsor	Exhibitor
Exhibition space in exhibitor's hall	X	X	X	X	X	X	X	X
Exhibitor passes (2) for reps in exhibition space with lunch	X	X	X	X	X	X	X	X
One full conference registration including networking dinner	X	X	X	X	X	X	X	X
Your logo/profile displayed on the sponsor's section of the website	X	X	X	X	X	X	X	X
Your details/logo on background of the conference app	X	X	X	X	X	X	X	X
Number of push notifications to delegates via the app (Either 3, 2 or 1)	X	X	X	X	X	X	X	X
Book appointments with delegates through conference booking system	X	X	X	X	X	X	X	X
Mention by the British Council in introductory conference speech.	X	X	X	X	X			
Branded dinner menu/napkin holders	X	X						
Logo on every e-mail conference communication to approx. 8,000 education individuals				X				
Space for a banner at the dinner	X	X						
Space for banner at drinks reception	X		X					
Sponsor representatives to deliver a five minute speech at the dinner	X	X						
Sponsor representatives (2) to be invited and meet the delegates at the dinner	X	X						
Your logo on delegate's lanyard					X			
Your logo prominently displayed in the main plenary room	X	X	X	X	X			
A sponsored parallel session within the conference programme							X	
Number of packages available	One	One*	One	One*	One	One	TBC	TBC
Total Cost (Excl. VAT)	£19,000	£15,000	£5K	£8K	£5K	£4K	£4K	£3K

*Not Available if the Dual package is sold

DRINKS RECEPTION AND NETWORKING DINNER SPONSOR (DUAL PACKAGE)

This package enables a sponsor to take full advantage of both of these significant events, providing a prime opportunity for brand and product promotion.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.
- Mention by the British Council in introductory conference speech.
- Branded dinner menu and napkin holders
- Space for a sponsor's banner at the networking dinner.
- Space for sponsor's banner at the drinks reception.
- Sponsor representatives to deliver a five minute speech at the networking dinner.
- Sponsor representatives to be invited to meet and network with delegates. (Max. Two)
- Your logo displayed on delegate's lanyard.
- Your logo prominently displayed in the plenary room (Conference holding slides).

Total cost – £19,000 (plus VAT)



NETWORKING DINNER SPONSOR

This package enables a sponsor to take full advantage of both of these significant events, providing a prime opportunity for brand and product promotion.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.
- Mention by the British Council in introductory conference speech.
- Branded dinner menu and napkin holders
- Space for a sponsor's banner at the networking dinner.
- Sponsor representatives to deliver a five minute speech at the networking dinner.
- Sponsor representatives to be invited to meet and network with delegates. (Max. Two)
- Your logo displayed on delegate's lanyard.
- Your logo prominently displayed in the plenary room (Conference holding slides).

Total cost – £15,000 (plus VAT)



DRINKS RECEPTION SPONSOR

This package enables a sponsor to take full advantage of both of these significant events, providing a prime opportunity for brand and product promotion.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.
- Mention by the British Council in introductory conference speech.
- Your logo prominently displayed in the plenary room (Conference holding slides).
- Space for sponsor's banner at the drinks reception.

Total cost – £5,000 (plus VAT)



COMMUNICATION SPONSOR

Take full advantage of our exclusive network of over 8,000 individuals in the education sector. Featured on our frequent and targeted e-mail campaigns, this package provides a powerful brand impact.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- Logo featured on all conference e-mail campaigns and selected IES Facebook posts.
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.
- Mention by the British Council in introductory conference speech.
- Your logo prominently displayed in the plenary room (Conference holding slides).

Total cost – £8,000 (plus VAT)



IES Conference 2018 - Programme launch

British Council International Education Services is delighted to officially launch the [conference programme](#).

Taking place at Manchester Central on 5-6 December, IES conference 2018 will explore the changes happening around us in markets, systems, technology and people. The event will provide solutions to futureproof international strategies to ensure competitiveness in the global market place, as well as cutting edge information for those that work with and support international students. We are pleased to announce our programme - please visit the [website](#) for more information.

We are delighted to welcome Sir Claran Devane, CEO of the British Council to share his views. Additionally, we would like to announce our confirmed plenary sessions with [Robin Bray](#) - Managing Director of Economist Intelligence Unit, Simon Anholt - founder of [Good Country / Nation Brands Index](#), and [Richard Gerver](#), award-winning speaker, best-selling author and globally renowned thinker.

[Book now](#) before 14th November to take advantage of our fantastic earlybird discount rate of £570 which includes a ticket to our gate dinner at the unique [Manchester Concourse](#).



CONFERENCE LANYARD SPONSOR

A unique, high profile and visually prominent opportunity to gain maximum brand exposure - Your company logo on every delegate's lanyard.

Package includes:

- Your logo displayed on every single delegate's lanyard.
- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Your logo prominently displayed in the plenary room (Conference holding slides).
- Book appointments with delegates through the conference booking system.
- Mention by the British Council in introductory conference speech.

Total cost – £5,000 (plus VAT)



CONFERENCE EXHIBITOR

This package is a highly visible and cost effective way to display your brand and promote your services to an expected audience of over 500 delegates.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.

Total cost – £3,000 (plus VAT)



CONFERENCE APP SPONSOR

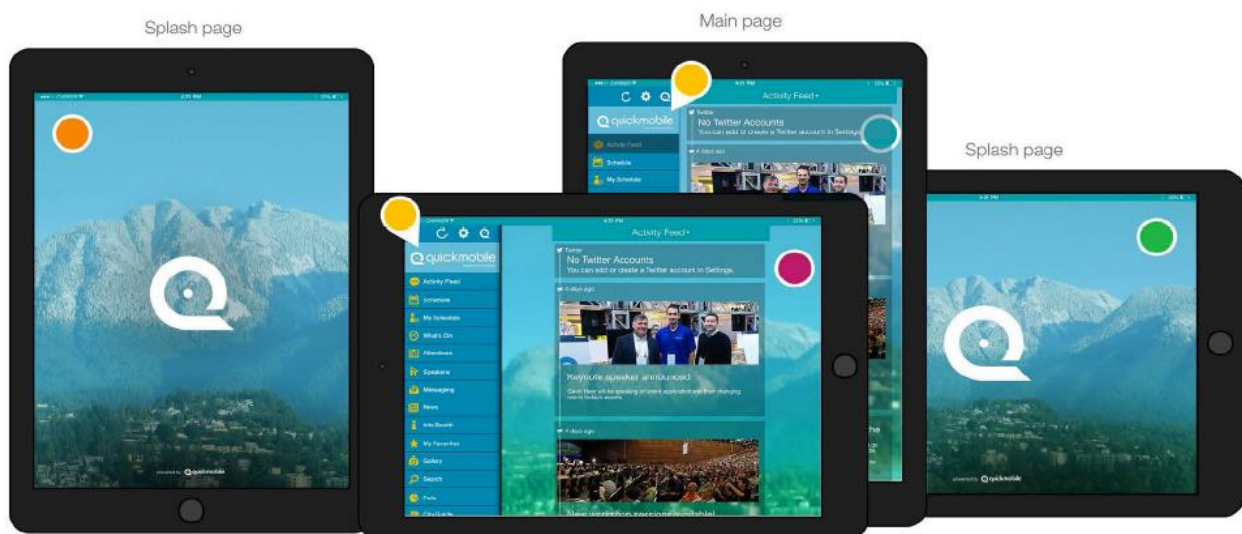
This package is an excellent, cost effective way to display your brand and promote your services to an expected audience of over 500 delegates.

Package includes:

- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.

Total cost – £4,000 (plus VAT)

Below: Examples of the mobile app layout, with the background upon which your logo would feature.



CONFERENCE SESSION SPONSOR

Do you have services, products and intelligence to share at the conference? This package provides an opportunity for you to showcase your organisation within the conference programme.

Package includes:

- A sponsored parallel session within the conference programme.
- Exhibition space in exhibitor's hall including furniture.
- Exhibitor passes for representatives in the exhibition space includes lunch (Max Two)
- One full conference registration including networking dinner.
- Your logo and profile displayed on the sponsor's section of the conference website.
- Your details displayed and logo on the background of the International Education Conference app.
- Number of push notifications to delegates via the mobile app (Either 3, 2 or 1)
- Book appointments with delegates through the conference booking system.

Total cost – £4,000 (plus VAT)



ENQUIRIES

If you have any enquiries, or wish to book a sponsor or exhibitor package, please contact:

Anny Gao – Assistant Consultant

anny.gao@britishcouncil.org

Tel: +44 (0)161 957 7032

The deadline for expressions of interest from sponsors and exhibitors is **1st November 2019**.

As we only have limited space in the exhibition area, and we expect exhibitor stands to sell out, we advise you to contact us as soon as possible to discuss your requirements.

We sincerely hope you will consider working with us at International Education Conference 2019.