



Call for Sponsors

I. OECD

The OECD is an international organisation with 30 member countries, all committed to democracy and the market economy. Renowned for its publications and statistics, the Organisation works on a wide range of economic, social and environmental issues. It provides governments with innovative proposals in all the areas it studies, one of its fields of research being education.

The programme on Institutional Management in Higher Education (IMHE) is the unique OECD international forum designed for higher education institutions, bringing together decision-makers from national and regional government authorities, university leaders and managers, and researchers. It offers strategic analysis and recommendations regarding the institutional development of higher education institutions. The programme has some 200 members drawn from universities and ministries in 36 different countries.

II. THE EVENT

Every two years the IMHE programme organises a major international conference on a topical theme in higher education. Known as the IMHE General Conference the next event will be held in Paris over a period of two and a half days from 8 to 10 September 2008 on a current issue of crucial importance: *Outcomes of Higher Education: Quality, Relevance and Impact*.

The conference will consist of plenary sessions and workshops and will address the following issues:

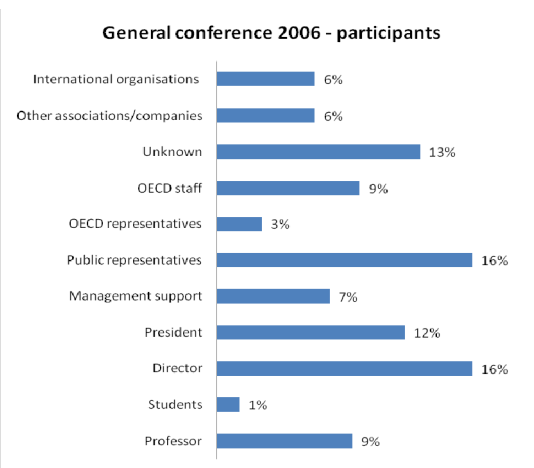
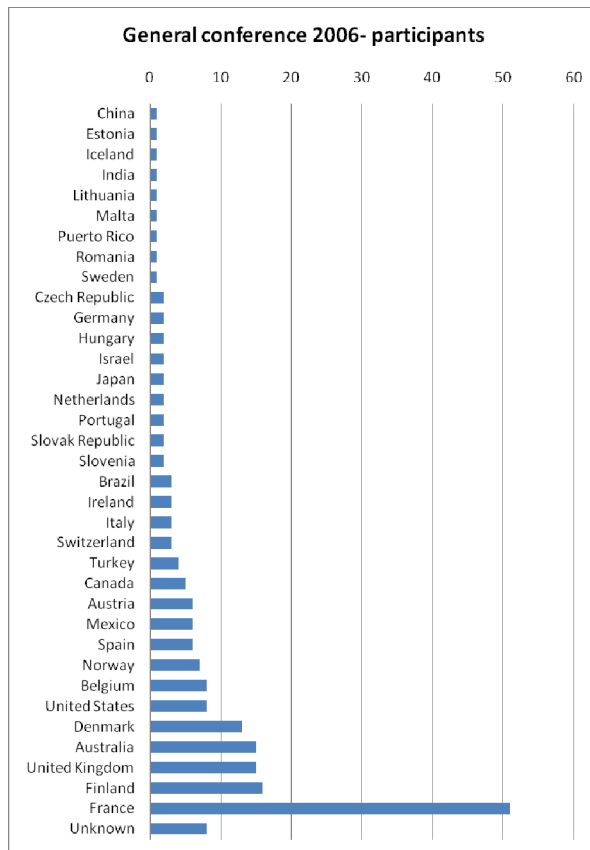
1. Institutional measures to assess and improve quality
2. Reputation and ranking – the impact on institutional strategy and behaviour of international ranking tables
3. Assessing learning and employment outcomes – The OECD initiative and national experiences
4. Balancing the needs and expectations of society with the autonomy of institutions. Who decides on what is to be evaluated and how?
5. Value for money and efficiency in higher education.

The registration fee is €300 per person for IMHE members and €700 for non-members.

III. PARTICIPANTS

It is expected that this conference will be attended by 300 persons from around the globe. The themes that have been chosen for this Conference will primarily be of interest to **senior managers, leaders and policy makers in higher education**.

For information, a few details are given below of the breakdown of participants at the General Conference organised in September 2006:



IV. MEDIA

As a major OECD conference, this event is highly mediatised. The OECD sends out an international press release on the event to its global database of media contacts. The event is also covered in the local and national press in France, and international press specialized in Higher Education. This year, the conference will coincide with the launch of the OECD flagship publication “Education at a Glance”, and the conference will present the latest data on higher education.

The OECD main web site has on average 150 000 views per day, of which 3000 look at the web pages on education.

V. OUR SEARCH FOR SPONSORS

We are looking for sponsors for this event in order to improve the quality of the services we offer to participants. We are aiming to raise €100 000.

VI. SPONSORSHIP BENEFITS

Your support will allow you to get in touch with a network of higher education managers and leaders from over 36 countries and to present your products and expertise.



VII. COLLABORATION OPTIONS

LEVEL	BENEFITS
Platinum € 30 000	<ul style="list-style-type: none">• Four full registrations• The name and the logo of the company in the Final Programme; Web page and IMHE Journal (special edition of conference papers)• One poster or company banner in Conference room• One poster or company banner and a stand at the dinner and during the reception
Gold € 20 000	<ul style="list-style-type: none">• Two full registrations• The name and the logo of the company in the Final Programme; Web page and IMHE Journal (special edition of conference papers)• One poster or company banner in Conference room• One poster or company banner at the reception
Silver € 10 000	<ul style="list-style-type: none">• The name and the logo of the company in the Final Program and in the Web page.

VIII. REGISTRATION AND CONFIRMATION PROCEDURES

Sponsors are requested to contact the Sponsors Programme Chair, Cassandra Davis, preferably before April 30, 2008, clearly indicating their type and level of sponsorship.

Any offer of sponsorship will be considered on its own merits. The organizers reserve the right to refuse offers, judge the value offers and request further information.

For additional information please contact: cassandra.davis@oecd.org or + 33 1 45 24 92 63