

SPONSOR THE OECD HIGHER EDUCATION EVENT OF 2012

Attaining and Sustaining Mass Higher Education
17-19 September 2012, OECD Headquarters, Paris, France

www.oecd.org/edu/imhe/generalconference

Reap the rewards from:

Increased brand visibility before, during and after the event

Connecting with higher education decision makers, policy makers, and journalists



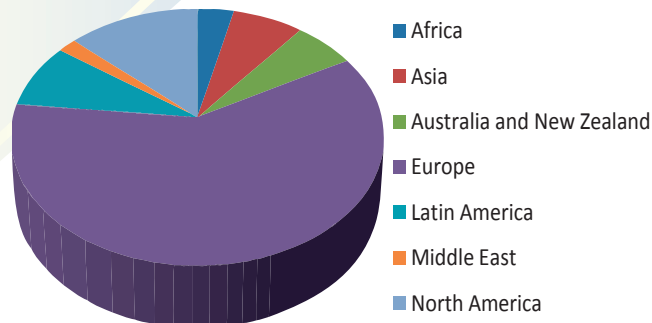
Sponsorship opportunities at the OECD's biennial higher education conference

The Organisation for Economic Co-operation and Development (OECD) celebrated its 50th anniversary in 2011. Since 1961, the OECD has been the pathfinder on important issues for its member countries thanks to its evidence-based policy guidance on jobs, students assessment in more than 70 countries (PISA), comparative data (Education at a Glance) as well as work on innovation, taxation and green growth, among other topics. Known the world over for its publications and statistics, the Organisation works on a wide range of economic, social and environmental issues. The OECD publishes more than 6000 e-book titles and 4 billion data points. It works in collaboration with over 100 countries.

The OECD has a limited number of opportunities for sponsors for its biennial higher education international conference. This prestigious event attracts around 500 participants from all around the world.

As a sponsor, you will be able to:

- Reach out to and develop links with potential clients;
- Share or sell your products during the Conference;
- Improve your visibility;
- Demonstrate the quality of your products during the Conference;
- Take advantage of the wide media coverage this Conference will receive;
- Have greater access to selected OECD activities, publications and networks;
- Network with high-level representatives from all sectors of society;
- Obtain free Conference passes for your guests;
- Receive access to the OECD iLibrary (OECD online library).



A hot topic

While there is widespread agreement on the importance of higher education, access, financing and human resources varies greatly from country to country:

- Which are the most successful models?
- What are the trends and future issues?
- Where should investment be targeted?

The Conference will seek to identify longer-term trends, best practices and failures. It will also include analyses of national and institutional policies, as well as case studies. The work presented will rely on the OECD's vast knowledge base and the latest research from key global actors.

Topics discussed at the conference will include:

- The Globalisation of Higher Education
- Exploiting Technology for Learning
- Funding & Financing
- Quality & Accountability
- System Management & Institutional Diversity
- The Academic Workforce

The registration fee is €900 for non-members.

A select group of participants

As a sponsor, you will mix with higher education decision makers, policy makers, civil society representatives as well as business leaders from around the world, with 500 participants expected.



Previous sponsors and partners:

- Autodesk
- SHM
- Swedish International Development Agency
- UNESCO
- NUI Galway
- SMART Technologies
- Lumina Foundation for Education
- Ministère de l'éducation nationale, France

For more information contact: valerie.lafon@oecd.org.

Speakers from recent conferences:

- Berglind ÁSGEIRSDOTTIR, Former Deputy Secretary-General, OECD
- Robert BERDAHL, President, Association of American Universities, USA
- Goran BEXELL, Vice-Chancellor, University of Lund, Sweden
- Lex BOUTER, Rector, VU University Amsterdam, Netherlands
- Chris BRINK, Vice-Chancellor, Newcastle University, UK
- René Bugge BERTRAMSEN, Deputy Director, Ministry of Science, Technology and Innovation, Denmark
- Richard DESCOINGS, Director, IEP, Paris, France
- Steve EGAN, Deputy Chief Executive, Higher Education Funding Council for England
- François GOULARD, Deputy Minister of Higher Education and Research, France
- Malcolm GRANT, President and Provost, University College London
- Ania GROBICKI, Executive Secretary, Global Water Partnership
- Maria Helena GUIMARÃES DE CASTRO, Former Minister for Higher Education, Brazil
- Janyne HODDER, President, The College of the Bahamas, and Board Member, The International Association of Universities
- Axel KAHN, President, Paris Descartes University, France
- Anders KNUITSEN, Board Chair, Copenhagen Business School, Denmark
- Huguette LABELLE, President, Transparency International, Chancellor of the University of Ottawa, Canada
- Joan LANDEROS, Director, Centre for International Education, Universidad La Salle, Mexico
- Petr MATEJU, Vice Minister for Science and Higher Education, Czech Ministry of Education, Youth and Sports
- Francisco MICHAVILA, Director, UNESCO Chair University management and policy, Polytechnic University of Madrid and Honorary Rector, University Jaume I, Spain
- Luc MONTAGNIER, Nobel Prize winner 2008
- Ilkka NIINILUOTO, Rector, University of Helsinki, Finland
- Sijbolt NOORDA, President of the VSNU, Netherlands
- Wendy PURCELL, Vice-Chancellor, University of Plymouth, UK
- Charles REED, Chancellor, The California State University
- Janice REID, Vice-Chancellor and President of the University of Western Sydney
- Jamil SALMI, Tertiary Education Coordinator, World Bank
- María Jesús SAN SEGUNDO, Ambassador of Spain to UNESCO and Spanish Minister of Education, Science and Technology 2004-2006
- Celeste SCHENCK, President, American University of Paris
- Steven SCHWARTZ, Vice-Chancellor, Macquarie University, Australia
- Maurits VAN ROOIJEN, Director, University of Leiden, Netherlands and Vice-President, University of Westminster, U.K.
- David WARD, President, American Council of Education, USA
- Lesley WILSON, Secretary General, European University
- Xinsheng ZHANG, Vice-Minister, Ministry of Education, China

Wide media coverage of a major OECD event

As a sponsor, you will be part of this highly publicised OECD event, with the OECD sending out press releases to its global database of media contacts. In addition, the event is covered by the local and national press in France, as well as the international press specialising in higher education.

The OECD also uses a wide-range of distribution channels including blogs, twitter, slideshare, facebook and youtube to promote its events.

The OECD's main website receives on average 150 000 views per day, of which 5000 look at the web pages on education.

Previous media participants:

- University World News
- Inside Higher Education
- Frankfurter Allgemeine Zeitung
- AEF
- CERCA-HOY
- The Chronicle of Higher Education
- Whiteoaks Consultancy
- Les Echos
- Times Higher Education
- Portail Terra - Brazil
- Le Monde
- Xinhua News Agency
- Journalist Dinero magazine
- Freelance journalists



For more information contact: valerie.lafon@oecd.org

Sponsorship opportunities

In addition to the considerable benefits for your organisation, as outlined above, your sponsorship would help us enhance the services we offer to participants. We are aiming to raise €200 000.

All sponsorship packages are on a “made to measure” basis to satisfy your individual requirements and preferences. Sponsorship can take many forms. Our options for direct funding are presented below, but other sponsorship possibilities (sponsored themes, breaks, lunches, receptions, media partnerships, networking conferences, etc.) can be discussed with Valerie Lafon (valerie.lafon@oecd.org).

Sponsorship category	Contribution	Benefits
Platinum	50.000 € (2 max.)	<ul style="list-style-type: none"> • Contribute to debate on the key issues on the international education agenda and express your views during the conference • Exhibit space with premier positioning. The exhibit space includes: <ul style="list-style-type: none"> o Daily cleaning service o Two chairs and one table o Electricity outlet • Logo and acknowledgement on the Conference website • Logo and acknowledgment on the back of Conference programme • Logo on Thank You message on projection screen during breaks • Oral recognition at the Conference by the Conference Chairman • Company’s promotional brochure included in the Conference package • Five (5) free registrations and five (5) discounted registrations • Receive access to the OECD iLibrary (OECD online library)
Gold	35.000 € (4 max.)	<ul style="list-style-type: none"> • Exhibit space. The exhibit space includes: <ul style="list-style-type: none"> o Daily cleaning service o Two chairs and one table o Electricity outlet • Logo and acknowledgement on the Conference website • Logo and acknowledgment on the back of Conference programme • Oral recognition at the Conference by the Conference Chairman • Company’s promotional brochure included in the Conference package • Four (4) free registrations and five (5) discounted registrations • Receive access to the OECD iLibrary (OECD online library)

Sponsorship category	Contribution	Benefits
Silver	20.000 € (up to 6)	<ul style="list-style-type: none"> • Exhibit space. The exhibit space includes: <ul style="list-style-type: none"> o Daily cleaning service o Two chairs and one table o Electricity outlet • Logo and acknowledgement on the Conference website • Logo and acknowledgment on the back of Conference programme • Oral recognition at the Conference by the Conference Chairman • Company's promotional brochure included in the Conference package • Three (3) free registrations and five (5) discounted registrations



For more information contact: valerie.lafon@oecd.org

Interested?

Contact: Valérie Lafon (valerie.lafon@oecd.org)

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More information on the conference:

www.oecd.org/edu/imhe/generalconference

