



THE OBSERVATORY
on Borderless Higher Education

THE GLOBAL FORUM 2017 Sponsorship Opportunities

Ready or Not The role of online learning in higher education.

11th & 12th December, One Drummond Gate, London

WHY SPONSOR?

- Showcase your organisation
- Increase awareness of your products and services
- Develop new partnerships with decision makers and influencers from across the higher education sector
- Maximise your brand's visibility

The OBHE Global Forum 2017

Ready or Not The role of online learning in higher education.

INTRODUCTION

Whatever you call it - online, digital, virtual, e-learning - it has been a rough ride. In the 1990's, champions imagined a near-future of dramatically better access to higher education, a wealth of online learning resources and plummeting costs. All over the world, students would be able to enrol at the best universities, and all but the top institutions would perish. Reality proved a bit more complicated. Twenty years on, bricks-and-mortar universities are very much alive, and most international students still travel, but it is undeniable that online learning is growing in popularity. Internet access has surged, bandwidth exploded and smartphones are ubiquitous. MOOCs, adaptive learning and AI-based student advising are the latest examples of online education. A growing number of traditional universities are partnering with the private sector to launch online degrees.

Is online higher education about to realise its promise?

The OBHE's 2017 Global Forum will reassess the potential of online and blended learning in higher education, to meet the needs of domestic and international students. Drawing on a unique series of country studies from around the world, this event is an opportunity to engage with the latest data, learn from experience, and consider new models and technologies.



Key opportunities for sponsorship

We have put together a range of sponsorship opportunities to help you get the most out of the Global Forum.

HEADLINE GLOBAL FORUM SPONSOR £6,500

Be the lead sponsor at our Global Forum

- Listed as headline sponsor on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Exhibition stand at the Global Forum
- 5 tweets mentioning your organisation to our twitter audience of over 14,000 followers
- Full page company profile with logo in the programme
- One page advert in the programme
- Inclusion of promotional flyer in the delegate pack
- Recognition in the welcome speech as headline sponsor of the Global Forum
- Opportunity for pre or post-event email to our OBHE mailing list
- Four complimentary places

LANYARDS PACKAGE £3,000

Highlight your organisation to all Global Forum delegates

- Provide lanyards with your name and/or logo for all conference delegates
- Display of your logo on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Inclusion of promotional flyer in the delegate pack
- Exhibition stand at the Global Forum
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places

DELEGATE PACK INSERTS £500

Increase awareness of your products with a flyer in our Global Forum delegate packs

- Inclusion of promotional flyer in the delegate pack
- Display of your logo on the OBHE website and on the front page of the programme
- Your company logo will be included in pre-event mailings

EXHIBITION STAND £1,500

Showcase your products and services with an exhibition stand at the Global Forum

- Exhibition stand at the Global Forum
- Your stand will include 6ft table, two chairs and free Wi-Fi
- Display of your logo on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Inclusion of promotional flyer in the delegate pack
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places

PROGRAMME ADVERT £500

Include an advert in our programme

- Full page advert for your organisation in our programme
- Display of your logo on the OBHE website and on the front page of the programme
- Inclusion of your logo in pre-event mailings

For further information on sponsoring our Global Forum please contact **Rachel Worley:**

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