

Going Global 2024, Abuja, Nigeria

Sponsorship Opportunities

July 2024

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.

This year's conference will be visiting Abuja Nigeria, following on from our 2023 Edinburgh event, and 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. Some sessions will also be made available online for a wider audience.

Date: Tuesday 26 to Thursday 28 November 2024

Location: Congress Hall, Transcorp Hilton, Abuja



2024 Conference Objectives

The Going Global Africa conference brings together leaders in African higher education to tackle shared challenges and develop innovative solutions. The conference will provide a discursive and collaborative platform that will foster cross sector engagement and learning about shared regional and global challenges in tertiary education.

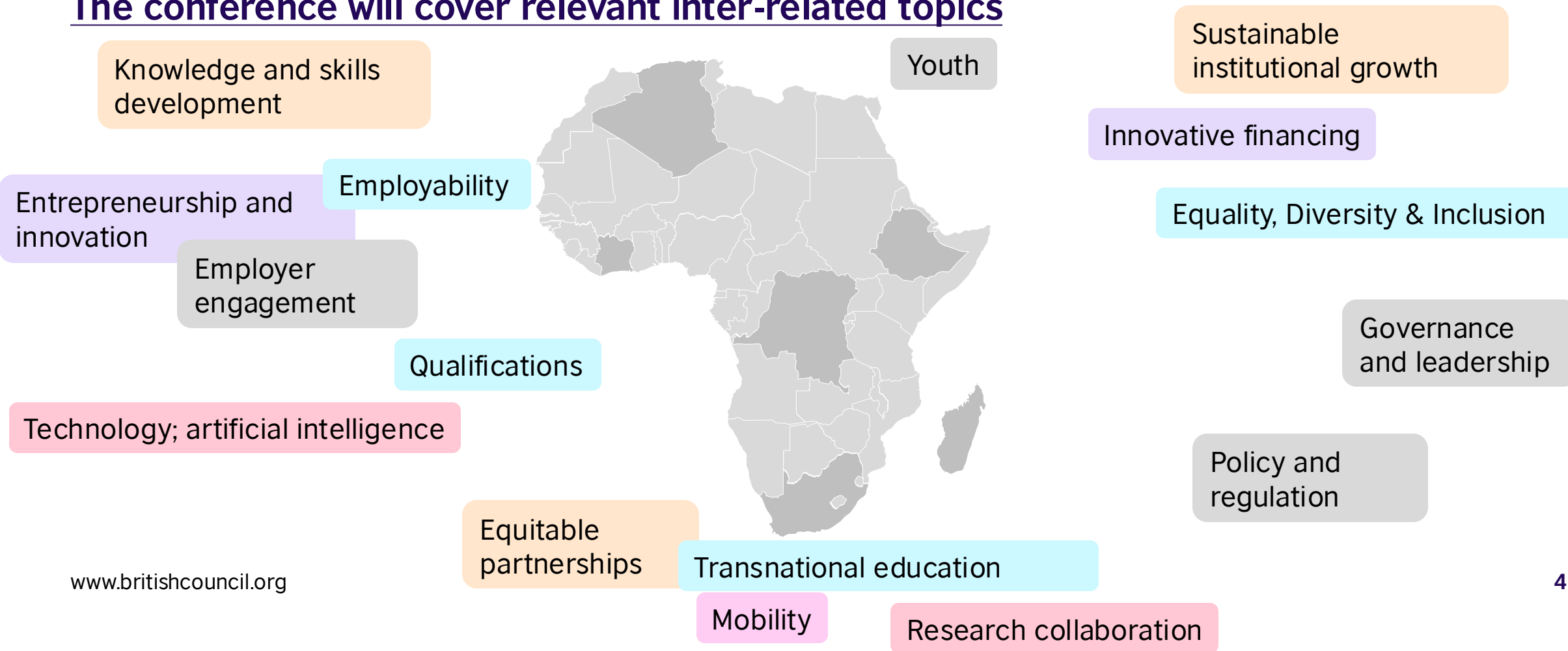
This year's focus shifts to building sustainable and relevant tertiary institutions. The goal is to create sustainable institutions that effectively address the specific needs of African students, communities, and industries. This focus on regional relevance aims to improve educational outcomes for young Africans and ultimately contribute to a brighter future for the continent.



Going Global 2024

Theme: Building Sustainable and Relevant Tertiary Education Institutions and Systems in Africa

The conference will cover relevant inter-related topics



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 a central location.

Our Reach

Target audience (est.):

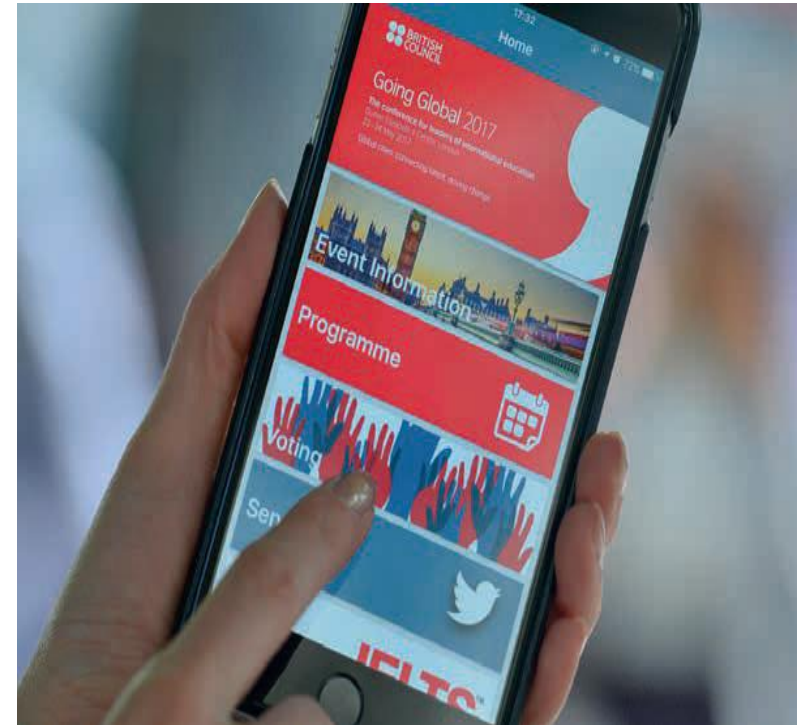
The conference will bring together a targeted influential group of **400** international senior tertiary education leaders, primarily consisting of:

- Ministers, senior government officials and other policy makers
- Vice-chancellors and Pro-Vice Chancellors
- Funders of International education – Both national and multinational
- Heads of other sector bodies (Quality assurance, regulators etc.)
- Heads of regional associations and networks of universities
- Industry leaders
- Other tertiary education leaders

Social media audience

- **Expected reach:** 0.5 Million
- **Impressions:** 2 Million

(X, LinkedIn, Facebook, Instagram)



Key statistics



- The British Council boasts an impressive global reach, having directly connected with 67 million people and reached a total of **745 million** in 2020-21 through various online and offline channels, including broadcasts and publications.
- This strong foundation fosters successful events like the Going Global conferences. In 2022, Going Global convened **268 delegates** face-to-face, including senior leaders and experts representing 140 organizations across 18 countries and territories. Notably, **70% of attendees** found the event personally relevant, and **93%** felt it was valuable for sharing insights on developments in higher education.
- Building on this success, the 2023 event in **Edinburgh** welcomed **400 delegates** face-to-face, including senior leaders and experts from across 45 countries.

- Data from British Council Annual Report (2020–21) and Going Global 2019-2021.

Sponsorship Packages

| Benefits | Silver –10k | Gold –15k | Platinum – 20k |
|---|-------------|------------------|-----------------------|
| A mention in the opening plenary | ✓ | ✓ | ✓ |
| Conference attendance (number of tickets in the package) | Two | Three | Four |
| Deliver a theme relevant parallel session | | | ✓ |
| Exhibition stand (size tbc) | ✓ | ✓ | ✓ |
| 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 Tuesday, 26 November | | ✓ | ✓ |

Sponsorship Packages

| Benefits | Silver GBP 10,000 | Gold GBP 15,000 | Platinum GBP 20,000 |
|---|----------------------|--------------------|------------------------|
| Branding opportunities across the conference centre – outside flags; indoor pillars, signage, banners etc – production costs in addition to sponsorship fee | | | ✓ |
| Logo on conference collateral and marketing material | ✓ | ✓ | ✓ |
| 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 - 20,000 GBP

| 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 (size tbc) |
| 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

| Benefits | |
|---|---|
| A mention in the opening plenary | Conference attendance (number of tickets in the package) - Three tickets |
| 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 |
| Exhibition stand (size tbc) | |

Silver Sponsorship - 10,000 GBP

Benefits

| | |
|---|---|
| A mention in the opening plenary | Conference attendance (number of tickets in the package) - Two tickets |
| Exhibition stand (size tbc) | 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

Please contact:

going.global@britishcouncil.org,

chikodi.onyemerela@britishcouncil.org,

christopher.leighton@britishcouncil.org,

to discuss any sponsorship questions, you may have.