




2021 NEAS MANAGEMENT CONFERENCE PROSPECTUS

TRANSFORMATIVE JOURNEYS IN EDUCATION



As a globally recognised independent Quality Assurance organisation, NEAS hosts more than 300 delegates from around the world at its annual conference. The 2021 NEAS Management Conference is focused on Transformative Journeys in Education. The conference theme seeks to explore how as leaders, teachers, practitioners and students in international education we undergo transformation through our intercultural experiences. NEAS is seeking to showcase transformative journeys that our members have seen or experienced in their careers. The conference seeks to explore how we can harness the power of journeys in creating and maintaining a sustainable future in education.

Be empowered by experts of ELT, sharing key theory, research and practice in our industry. Attendees are invited to connect and network, to share stories of growth, development and transformative change in their environment and their career. Our aim for 2021 is to create more opportunities for professional development, inspiring the ELT community to grow through networking and sharing experiences. This can create further transformative change in the industry and allow these networks to flourish, creating a positive influence for students and industry stakeholders.

The home venue for the 2021 conference will be Doltone House, Darling Island, Sydney on 6-7 May 2021. Plus, in 2021 we are excited to launch a live-streamed virtual offering to remote participants to extend our reach!

We thank you for your support and we look forward to seeing you at the conference!

Who is NEAS?

NEAS is the Global Leader in Quality Assurance for the English Language Teaching Community. NEAS provides several services that support this community. These include quality assurance and endorsement for ELT centres, professional development for teachers, managers and professional staff and approval of ELT teacher qualifications. NEAS also quality assures ELT qualifications across all sectors.

6th - 7th May 2021
Doltone House
Darling Island Wharf
48 Pirrama Rd, PYRMONT 2013

+

NEW: Live streamed virtual offering

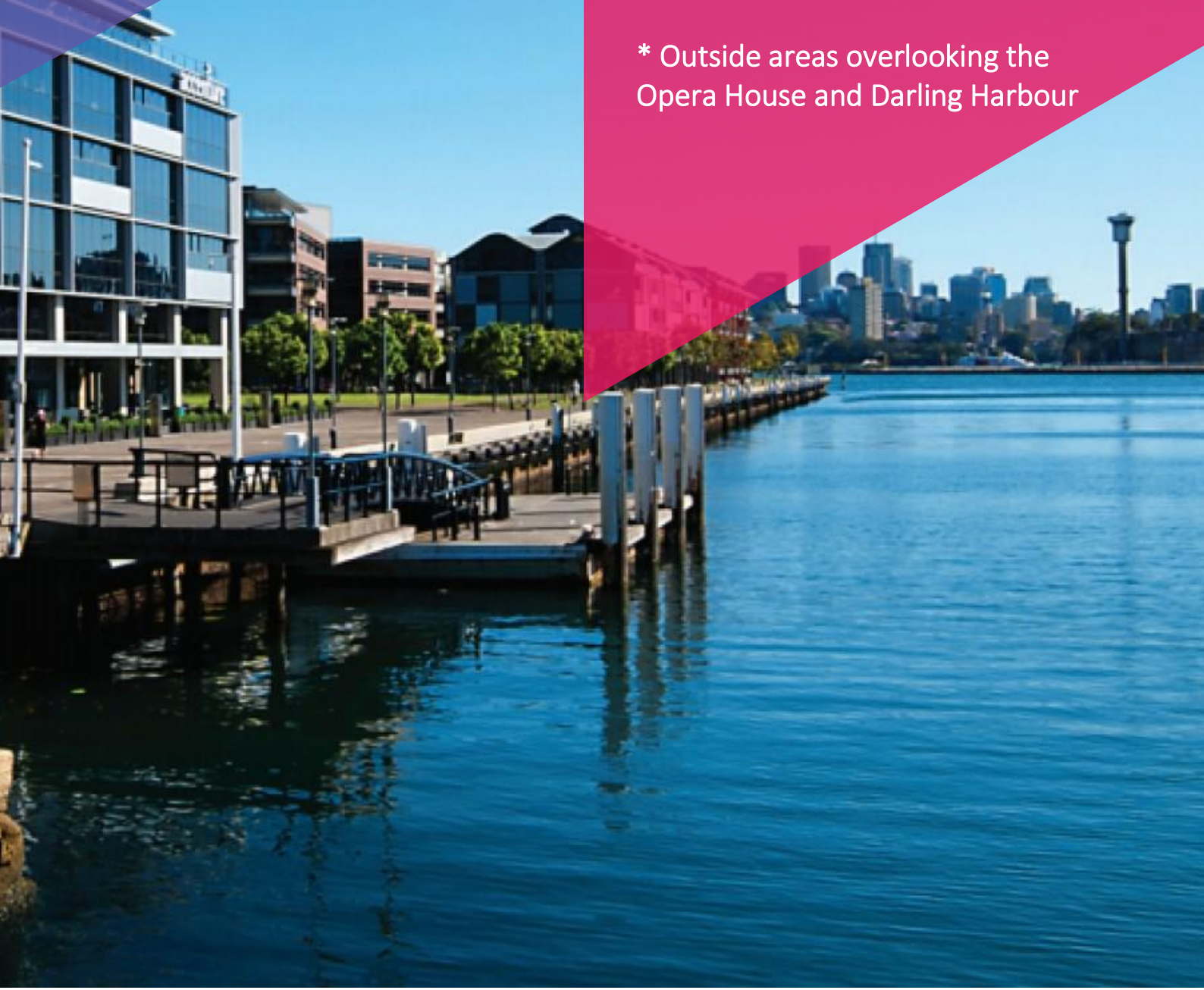
Home Facility – Doltone House

A spectacular waterfront venue housed in NSW's first 6-star green star building. Views of the Sydney Harbour Bridge and city skyline. Minutes from the International Convention Centre, multifunctional modern-sleek meeting rooms and a main event space.

- * Dedicated exhibition area which all attendees walk through, close to both the plenary and eating areas

- * One main Plenary and three breakout spaces equipped with state-of-the-art audio-visual equipment to live stream all conference sessions

- * Outside areas overlooking the Opera House and Darling Harbour

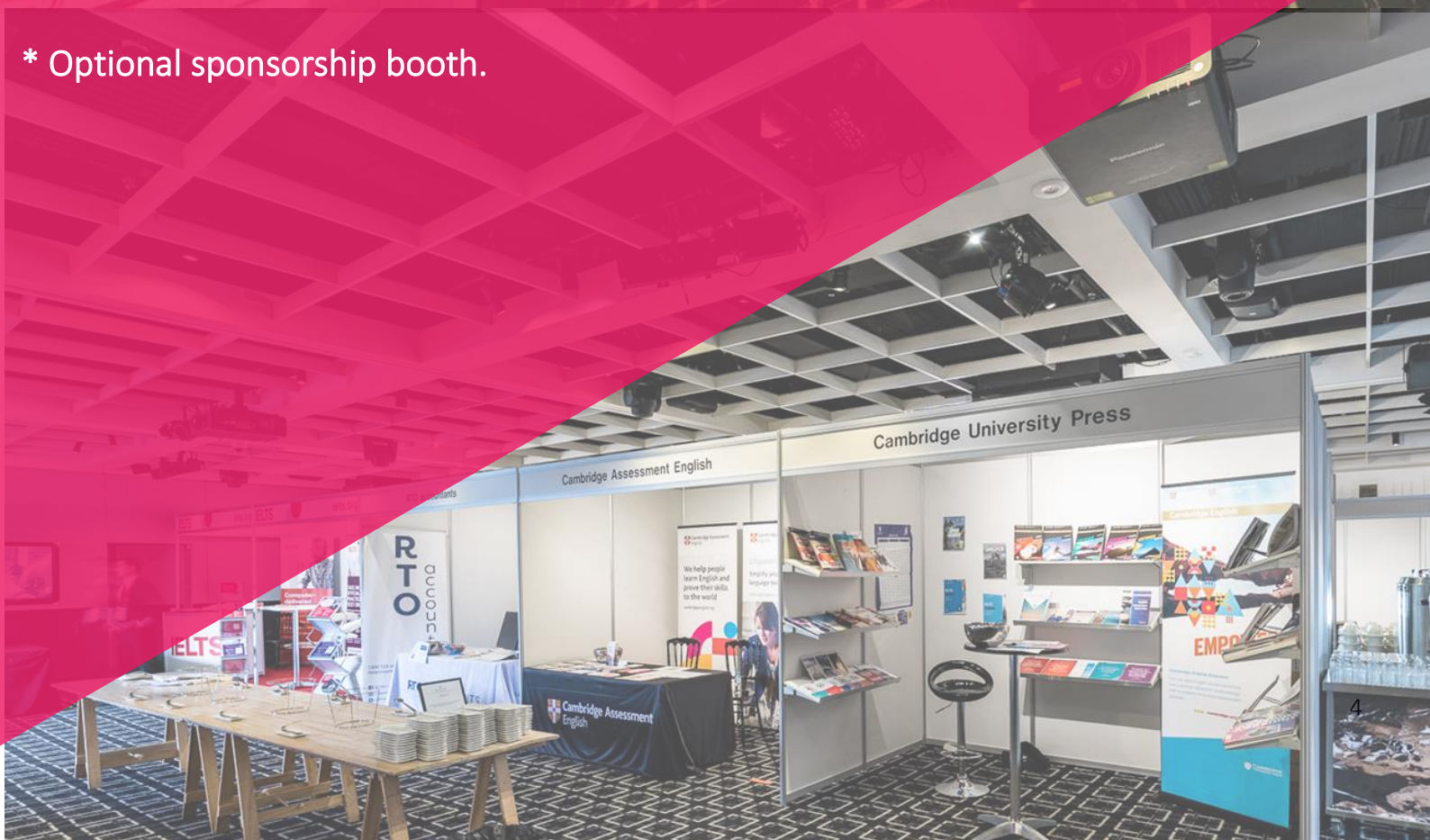




2021 Sponsorship Information

Why sponsor the NEAS conference?

- * As a sponsor, you will have direct access and reach to key individuals from multiple education organisations, including Directors of Studies, Academic Managers, government officials, teachers and students.
- * Extended reach opportunity with the 2021 conference going virtual! Sponsors will have an exclusive opportunity to reach additional participants online and have your brand broadcast around the world.
- * Option to host a session during the conference (non-plenary).
- * Sponsor advertisement in the conference handbook.
- * Sponsors can attend all conference sessions - over 20 presentations delivered by a range of experts in education and training.
- * Optional sponsorship booth.





DESIRED CONFERENCE OUTCOMES

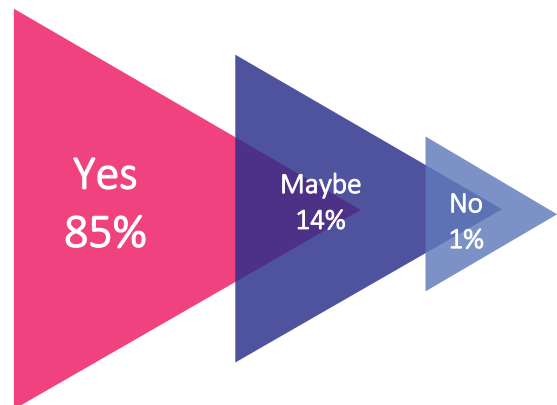
1. Give delegates the opportunity to provide their research and opinion to a large audience within the ELT sector.
2. Strengthen Australia's position as a key country for English Language Training through well informed and high-quality English language centres.
3. Provide high quality examples of Premium Products within the ELT industry.
4. Strengthen the relationship between the ELT community and government organisations through a dialogue.
5. Increase the awareness of the ELT sector within the education industry.
6. Facilitate networking and social interactions between delegates both nationally and internationally.
7. Provide opportunities for ELT Centre management to engage with new businesses that will improve their service and contribute to the sector.

Delegate Information

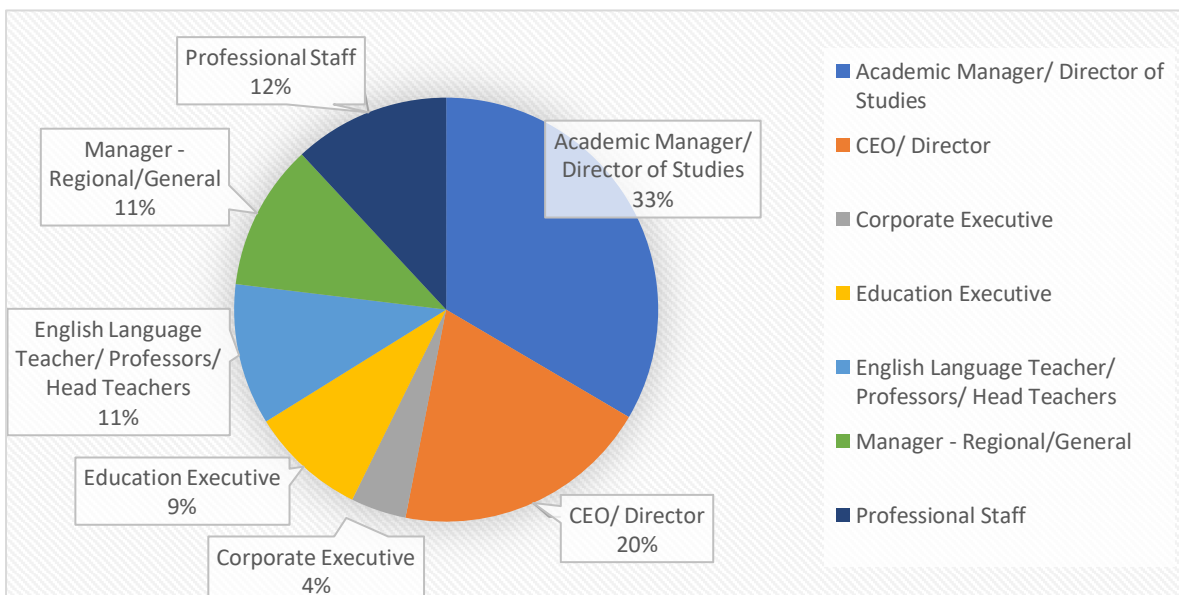
In 2019 we had our highest attendee rate – 329! We continue to grow each year showcasing new initiatives, high profile speakers and on-trend topics relevant to our delegates.

The following data is from our last conference, held in 2019.

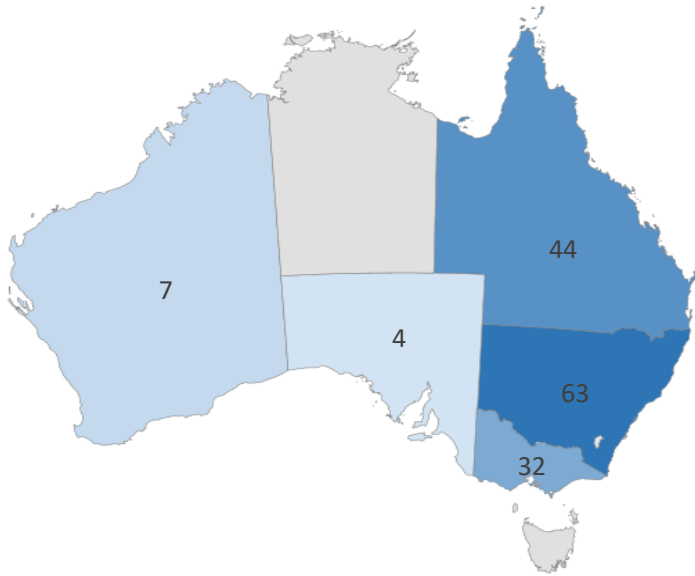
Would you come to the next NEAS Management Conference?



Delegate Roles



NEAS Members by state and territories in Australia



Delegates from several countries including:

China, UK, Hong Kong, Indonesia
Malaysia, Nepal, Singapore, Thailand
United Arab Emirates, Vietnam



Social Media over the Conference Period.....



3.5K impressions



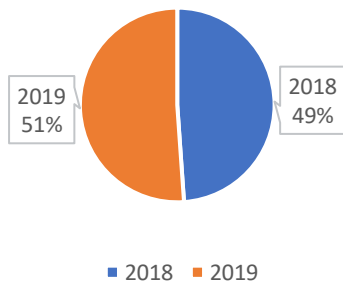
Over 5k impressions



Over 4k impressions

Surveys

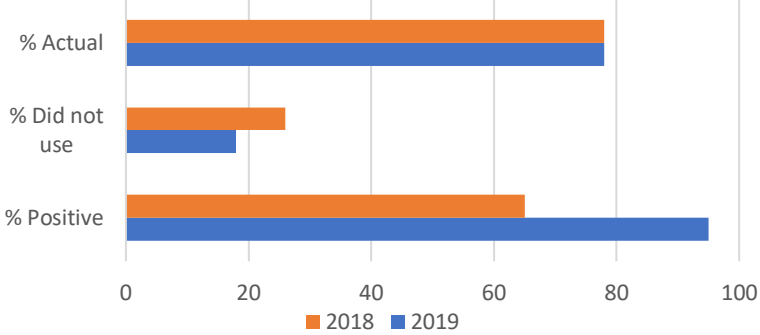
% Conference Satisfaction



Customer Satisfaction

Satisfaction is met with positive comments

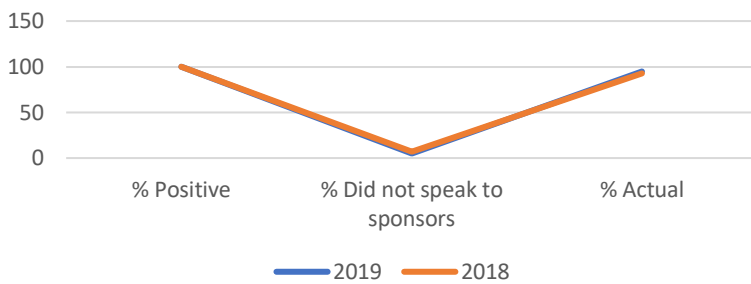
Conference App



Conference App

The 2nd year of having an app for the conference. Increased usage plus higher satisfaction rate.

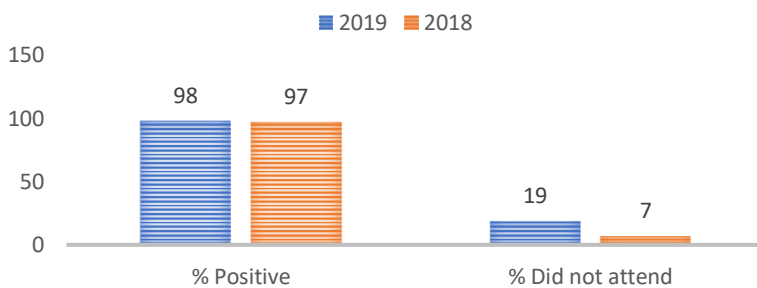
Sponsor and Exhibitors



Sponsors and Exhibitors

Both 2018 and 2019 had a 100% positive reaction with more than 95% of delegates surveyed confirming that they spoke to sponsors.

OPENING PLENARY



Opening Plenary

All Plenaries received high positive outcomes for both 2018 and 2019.

NEAS Management Conference 2021 Tier Packages

<p>Exclusive Premium Package</p>	<p>SOLD</p>	<ul style="list-style-type: none"> - Exclusive Premium Logo Positioning - Double Booth in the best position for the exhibition area - Conference Opening to the Main Presenter - Option to insert video footage before conference starts - Option to present a session during the conference - Announcement on the conference app with preference on time - + 2 bonus tickets to the conference - + 2 bonus tickets to the conference - One full page advertisement in the conference handbook - VIP Treatment during the conference - QLS Premium Sponsor (contact NEAS for details) - NEAS Online Sponsor (contact NEAS for details) - Includes Full Package Benefits
<p>Gold Sponsor</p>	<p>SOLD</p>	<ul style="list-style-type: none"> - Gold Sponsor Positioning - Announcement on Conference app - + 1 Bonus Ticket - NEAS Online Sponsor (Contact NEAS for details) - One full page advertisement in the conference handbook - Includes Full Package Benefits
<p>Welcome Sponsor</p>	<p>SOLD</p>	<ul style="list-style-type: none"> - Exclusive Dinner Sponsor - Mention when advertising related to the dinner. - Key brand position - VIP Dinner position - Sponsor opening to the Dinner. - Includes Full Package Benefits
<p>Silver Sponsor</p>	<p>\$10,000 + GST</p>	<ul style="list-style-type: none"> - Option to host a session during the conference (non-plenary) - Silver Sponsor Positioning - One full page advertisement in the conference handbook - Includes Full Package Benefits

CONFERENCE BOOTH PACKAGES

Full Sponsorship Package

<i>Full Sponsorship Investment</i>	
Sponsor	Booth (3m x 2m) Conference Sponsorship Rights and Benefits Annual NEAS website and NEAS News sponsorship
Total Package *	\$7,480.00

** (Figures do not include GST and are in Australian Dollars.)*

Sponsorship Benefits will include:

- Booth representation (powered 2 x 3 metre) with signage included
- Sponsorship positioning on all conference marketing collateral
- Prominent display of (up to) 3 x pull-up banners throughout the venue
- A copy of the attendee and associated contact list upon completion
- Access to be sponsor of allocated speaker session (3 min opening) Logo included

Other conference benefits that will accrue shall include:

- **Two** conference registrations included
- **Two** complimentary tickets to pre-dinner drinks
- The option to "link" from the NEAS website to your company homepage
- One email advertisement (artwork supplied by you) to the NEAS membership
- Includes option to participate in end of conference raffle
- A dedicated NEAS staff member to provide support throughout the conference
- Increased exposure to members (200 + centres), agents (6,000), government and other stakeholders
- NEAS website display of your organisations' logo with link to your webpage on the NEAS landing page
- Display of your logo on the **NEAS News**; a biweekly newsletter to over **10,000 Subscribers**.
- Logo listed as supporter of the 2021 Conference in App
- Online promotion opportunities during the conference

Standard Booth Package

<i>Sponsorship Investment</i>	
Sponsor	Booth (3m x 2m) Basic Conference Sponsorship Rights and Benefits
	Basic Package * \$4,070.00

** (Figures do not include GST and are in Australian Dollars.)*

Sponsorship Benefits will include;

- Booth representation (powered 2 x 3 metre) with signage included.
- A copy of the attendee and associated list upon completion

Other conference benefits that will accrue shall include;

- One conference registration included
- One complimentary ticket to pre-dinner drinks
- Includes option to participate in end of conference raffle
- Logo listed as supporter of the NEAS Management Conference

Online Sponsor Package

<i>Sponsorship Investment</i>	
Sponsor	Online Sponsor Basic Conference Sponsorship Rights and Benefits
	Basic Package * \$4,070.00

** (Figures do not include GST and are in Australian Dollars.)*

Sponsorship Benefits will include;

- NEAS website display of your organisations' logo with link to your webpage on the NEAS landing page
- Display of your logo on the NEAS News; a monthly newsletter to over 11,000 Subscribers.
- A copy of the attendee and associated list upon completion
- Access to be sponsor of allocated speaker session (3 min opening) Logo included
- Online Conference sponsor (non-exclusive) for conference showbag.

Other conference benefits that will accrue shall include;

- Two conference online registrations included
- Early access to registrations to create meetings during the week of the conference (for limited use only for meetings)
- Logo listed as supporter of the NEAS Management Conference
- Logo listed as supporter on the NEAS News
- Any other details discussed as part of the agreement

SPONSORSHIP REGISTRATION

Package Selected	
Name	
Role	
Organisation	
Email	
Phone	
250 Words or less about your company	
Terms and Conditions	Please read and sign terms and conditions <input type="checkbox"/> I understand and accept and the terms and conditions

For any further information,
please contact:

neas@neas.org.au

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