

# UNIVERSITIES UK EVENTS: SPONSORSHIP OPPORTUNITIES

Our events bring together senior leaders, influencers and decision makers in the higher education sector.

Covering the most relevant, timely and important topics, our conferences are the place where the higher education sector receives comprehensive briefings and updates.

Attracting high quality speakers with the most relevant experience to share with the audience, we are a trusted and influential voice within higher education. In 2016/17, we hosted 20 higher education events, focusing on a wide range of topics, and welcomed a total of over 2000 delegates.

## LOYALTY DISCOUNT

Sponsor more than one conference per academic year and receive a discount across all your bookings.

NO. OF EVENTS	DISCOUNT
2	5%
3	10%
4	15%
5	20%

### MARKETING AND COMMUNICATIONS

- > Innovations in university marketing and communications
- > Political affairs in higher education forum
- > International higher education forum

### TEACHING AND LEARNING

- > Enhancing the student experience
- > Innovation and excellence in teaching and learning
- > Enhancing the international student experience

### INTERNATIONAL

- > Enhancing the international student experience
- > International higher education forum
- > Outward mobility
- > Transnational education

### STUDENT EXPERIENCE

- > Enhancing the student experience
- > Innovation and excellence in teaching and learning
- > Enhancing the international student experience
- > Tackling harassment, hate crime and violence against women
- > Developing your access agreement
- > Student mental wellbeing
- > Improving student retention in the higher education landscape

**WE CAN HELP YOU ENGAGE WITH HIGHER EDUCATION LEADERS SPECIALISING IN:**

### EMPLOYABILITY

- > Graduate employability and skills: designing and implementing your institutional strategy
- > Degree apprenticeships: understanding the opportunities

### WIDENING PARTICIPATION AND OUTREACH

- > Access to higher education and student success summit
- > Developing your access agreement

### RESEARCH

- > Research in universities: successful strategies for 2017 and beyond
- > Research seminar
- > International higher education forum

## CONTACT

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 T 020 7419 5412



## INNOVATIONS IN UNIVERSITY MARKETING AND COMMUNICATIONS

Examine and dissect the innovations that could improve, streamline and maximise impact for marketing and communications teams to ensure that you are at the forefront and achieve your strategic aims.

### ATTENDEES

- Director/Head of Communications
- Director/Head of Public Affairs
- Director/Head of Marketing and Student Recruitment
- Digital Communications/Marketing Manager/Officer

## 81 INSTITUTIONS

were represented at this conference in 2016

*‘A well-run conference with an interesting mix of speakers. I found the workshops and networking particularly valuable.’*

DELEGATE FROM USING DIGITAL INNOVATION TO ENHANCE UNIVERSITY MARKETING AND COMMUNICATIONS 2016

> See sponsorship opportunities

## POLITICAL AFFAIRS IN HIGHER EDUCATION

A unique opportunity for policy and public affairs professionals working in higher education and associated organisations to discuss the most relevant issues currently facing the sector.

### ATTENDEES

- Director/Head of External Relations
- Director/Head of External Relations, Marketing & Communications
- Director/Head of Strategic Planning/Development
- Director/Head of Policy and Public Affairs

## 85 INSTITUTIONS

were represented at this conference in 2016

*‘Very well pitched content - strategic and practical advice.’*

DELEGATE FROM POLITICAL AFFAIRS IN HIGHER EDUCATION 2017

> See sponsorship opportunities



## INTERNATIONAL HIGHER EDUCATION FORUM

This is Universities UK and Universities UK International's largest one-day conference, attracting over 400 delegates, which will explore how UK universities can maximise emerging international opportunities, and overcome resulting challenges.

### ATTENDEES

- Director/Head of Admissions, Recruitment and Marketing
- Director of International Office
- Director of International Partnerships
- International Development Manager

## 206 INSTITUTIONS

were represented at this conference in 2017

*'As usual, the most important single networking opportunity for IHE professionals.'*

DELEGATE FROM INTERNATIONAL HIGHER EDUCATION FORUM 2017

> See sponsorship opportunities



## ENHANCING THE STUDENT EXPERIENCE

Explore best practice for enhancing the student experience at a time of great change for the sector.

### ATTENDEES

- Head of/Director Student Services
- Pro-Vice Chancellor (student experience)
- Pro-Vice Chancellor for Learning & Teaching
- Director of Student Experience/Engagement

**77 INSTITUTIONS**

were represented at this conference in 2016

*‘Very enjoyable and constructive day. Great to hear so many different perspectives from colleagues in other institutions.’*

DELEGATE FROM ENHANCING THE STUDENT EXPERIENCE 2016

> See sponsorship opportunities

## INNOVATION AND EXCELLENCE IN TEACHING AND LEARNING

Discuss pedagogical innovation and innovation in curriculum design, all with the focus of delivering excellence in their institution.

### ATTENDEES

- Vice-Principal/Pro Vice-Chancellor (Education/Learning and Teaching)
- Head/Dean/Director of Learning Enhancement
- Dean/Director of Academic Excellence/Quality
- Head of Strategic Projects
- Quality, Learning and Teaching Manager

**88 INSTITUTIONS**

were represented at this conference in 2017

*‘A useful experience to gain insight into institutional barriers to grass roots changes. Lots of advice received from PVCs etc.’*

DELEGATE FROM INNOVATION AND EXCELLENCE IN TEACHING AND LEARNING 2017

> See sponsorship opportunities

## ENHANCING THE INTERNATIONAL STUDENT EXPERIENCE

A one-day seminar for people in the higher education sector who are interested in or responsible for enhancing the international student experience.

### ATTENDEES

- Pro Vice-Chancellor (Internationalisation)
- Director of International Strategy/Recruitment
- International Marketing Officer
- International Operations Manager
- International Student Experience/Support Officer/Adviser
- International Development Manager

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*‘Thought provoking, good mix of strategic ideas and immediately practiced takeaways. Good range of themes and speakers.’*

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- Director/Head of Admissions, Recruitment and Marketing
- Director of International Office
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DELEGATE FROM INTERNATIONAL HIGHER EDUCATION FORUM 2017

> See sponsorship opportunities

## OUTWARD MOBILITY

Go International is a one-day conference which will explore strategic approaches to increasing the reach of mobility to all who can benefit.

### ATTENDEES

- Head of international Partnership Development
- Head of Study Abroad
- International Development Officer
- Global Education Manager

**90 INSTITUTIONS**

were represented at this conference in 2017

*‘Good networking and range of experiences of participants.’*

DELEGATE FROM GO INTERNATIONAL 2017

> See sponsorship opportunities

## TRANSNATIONAL EDUCATION

This one day conference partnership with Universities UK International will explore the strategic vision for transnational education (TNE) and UK higher education—what are the key issues for the sector and for institution to enhance their international impact through TNE.

### ATTENDEES

- Director of International
- Director of Partnership
- Pro Vice/Deputy Vice Chancellor (International)
- Director of Marketing

**98 INSTITUTIONS**

were represented at this conference in 2015

*‘An enjoyable insightful conference delivered at an important time in the development of UK-International education and a broad range of interesting engaging speakers.’*

DELEGATE FROM TRANSNATIONAL EDUCATION 2015

> See sponsorship opportunities



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DELEGATE FROM ENHANCING THE INTERNATIONAL STUDENT EXPERIENCE 2017

> See sponsorship opportunities



## DEGREE APPRENTICESHIPS: UNDERSTANDING THE OPPORTUNITIES

A one-day seminar that will give delegates a full understanding of the policy landscape and a clear idea of how to implement degree apprenticeships in their institution.

### ATTENDEES

- Pro Vice-Chancellor/Director, Innovation & Enterprise
- Director of Teaching and Learning
- Director of Academic Development/Services
- Academic Registrar
- Academic Quality/Partnerships Manager
- Policy Lead/Head of Apprenticeships/Short Courses

**94 INSTITUTIONS**

were represented at this seminar in 2017

*‘A helpful day covering strategy, implementation and development related to apprenticeships in the HE context.’*

**DELEGATE FROM THE DEGREE APPRENTICESHIPS: UNDERSTANDING THE OPPORTUNITIES SEMINAR 2017**

> See sponsorship opportunities

## GRADUATE EMPLOYABILITY AND SKILLS: DESIGNING AND IMPLEMENTING YOUR INSTITUTIONAL STRATEGY

Discuss the policy landscape surrounding graduate employability and skills, including the Longitudinal Educational Outcomes (LEO) data, the Teaching Excellence Framework (TEF) and the wider skills agenda.

### ATTENDEES

- Director/Head of Careers & Employability Service
- Director/Head of Employability and Enterprise
- Employer Liaison Director
- Director/Head of Student Services

**91 INSTITUTIONS**

were represented at this conference in 2017

*‘The conference was very well run and organised – with a fantastic range of knowledgeable speakers and relevant topics – best event I’ve attended through my role.’*

**DELEGATE FROM GRADUATE EMPLOYABILITY AND SKILLS: DESIGNING AND IMPLEMENTING YOUR INSTITUTIONAL STRATEGY 2017**

> See sponsorship opportunities

## RESEARCH IN UNIVERSITIES: SUCCESSFUL STRATEGIES FOR 2017 AND BEYOND

This one-day conference is for all those with strategic responsibility for research in universities and the wider higher education sector.

### ATTENDEES

- Pro Vice-Chancellor Research & Enterprise
- Director of Research & Knowledge Exchange
- Associate Deans
- Policy Analyst

**64 INSTITUTIONS**

were represented at this conference in 2016

*‘Good range of speakers; interesting themes; good networking opportunities.’*

DELEGATE FROM THE FUTURE OF RESEARCH IN HIGHER EDUCATION 2016

> See sponsorship opportunities

## RESEARCH SEMINAR

This high-level seminar is invite-only for Pro Vice-Chancellors of Research and members of the research policy community, and includes speakers from government, funders and business, with opportunities discuss the significant issues and developments facing the sector.

**45 INSTITUTIONS**

institutions attended in 2016

*‘A stimulating day, which has provoked new ways of thinking about the challenges and opportunities we face.’*

DELEGATE FROM RESEARCH SEMINAR: POLICY CHALLENGES FOR THE UK 2017

> See sponsorship opportunities

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- Director/Head of Admissions, Recruitment and Marketing
- Director of International Office
- Director of International Partnerships
- International Development Manager

**206 INSTITUTIONS**

were represented at this conference in 2017

*‘The IHEF is a fantastic way to hear about the latest developments in the IHE space while networking and catching up with colleagues.’*

DELEGATE FROM INTERNATIONAL HIGHER EDUCATION FORUM 2017

> See sponsorship opportunities



## ENHANCING THE STUDENT EXPERIENCE

A one-day conference to explore best practice for enhancing the student experience at a time of great change for the sector.

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- Pro vice-Chancellor for Learning & Teaching
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DELEGATE FROM ENHANCING THE STUDENT EXPERIENCE 2016

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- International Operations Manager
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DELEGATE FROM ENHANCING THE INTERNATIONAL STUDENT EXPERIENCE 2017

> See sponsorship opportunities



## TACKLING HARASSMENT, HATE CRIME AND VIOLENCE AGAINST WOMEN

Now in its second year, this conference will offer practical assistance to institutions to help them tackle violence against women, harassment and hate crime affecting students, and respond to student concerns.

### ATTENDEES

- Director/Head of Student Services
- Director/Head of Human Resources
- Equality, Diversity and Inclusion Officer/Manager
- Head of Student Conduct and Appeals
- Director/Head of Student Support & Wellbeing

**116 INSTITUTIONS**

were represented at this conference in 2016

*‘A well-managed, topical and useful event with knowledgeable speakers and good workshops. A good atmosphere.’*

DELEGATE FROM TACKLING HARASSMENT, HATE CRIME AND VIOLENCE AGAINST WOMEN 2016

[> See sponsorship opportunities](#)

## DEVELOPING YOUR ACCESS AGREEMENT

A one-day conference in partnership with the Office for Fair Access (OFFA) and Action on Access, which is designed to assist people who are involved in helping design the access agreement within their institution.

### ATTENDEES

- Head of Outreach and Widening Participation
- Director/Head of Student Recruitment
- Director of Student Services
- Widening Participation Manager

**131 INSTITUTIONS**

were represented at this conference in 2016

*‘UUK provide a broad forum for discussion with a wide range of colleagues from a variety of HE backgrounds which is invaluable in sharing the important national debates.’*

DELEGATE FROM DEVELOPING YOUR 2018-19 ACCESS AGREEMENT, 2017

[> See sponsorship opportunities](#)

## STUDENT MENTAL WELLBEING

This one-day conference, in partnership with the Student Mental Wellbeing in Higher Education Group, will inspire delegates to review and refine current strategy or build new systems to support students within their institution and improve mental wellbeing.

### ATTENDEES

- Director/Head of Student Services
- Director/Head of Student Support and Wellbeing
- Head of Counselling/Counselling Manager
- Mental Health and Wellbeing Adviser

**101 INSTITUTIONS**

were represented at this conference in 2017

*‘A great day! Fantastic chance to hear from some really inspirational and knowledgeable speakers. I feel informed and motivated to implement change.’*

DELEGATE FROM STUDENT MENTAL WELLBEING 2017

[> See sponsorship opportunities](#)

## IMPROVING STUDENT RETENTION IN THE HIGHER EDUCATION LANDSCAPE

Gain a full understanding of the policy landscape surrounding retention, as well as the knowledge you need to approach the challenge of student retention in your own institution.

### ATTENDEES

- Director/Head of Student Services
- Director/Head of Engagement and Retention
- Director/Head of Academic Quality
- Director/Head of Student Support and Wellbeing
- Student Achievement Manager

## 89 INSTITUTIONS

were represented at this conference in 2017

*'The conference was very interesting and thought-provoking. The range of speakers and the networking opportunities were very impressive.'*

DELEGATE FROM IMPROVING STUDENT RETENTION CONFERENCE 2017

[> See sponsorship opportunities](#)



## ACCESS TO HIGHER EDUCATION AND STUDENT SUCCESS SUMMIT

This one day conference in partnership with Action on Access will look at addressing the challenges of widening participation to higher education in a changing policy landscape.

### ATTENDEES

- Manager/Director of Widening Participation
- Head of/Director Partnership
- Head of/Director Recruitment and Outreach
- Manager/Director Teaching and Learning

**86 INSTITUTIONS**

were represented at this conference in 2016

*‘A very worthwhile experience, fantastic opportunity to develop networks and understand sector relevant issues.’*

DELEGATE FROM THE 6TH ANNUAL ACCESS TO HIGHER EDUCATION AND STUDENT SUCCESS SUMMIT 2016

> See sponsorship opportunities

## DEVELOPING YOUR ACCESS AGREEMENT

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### ATTENDEES

- Head of Outreach and Widening Participation
- Director/Head of Student Recruitment
- Director of Student Services
- Widening Participation Manager

**131 INSTITUTIONS**

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*‘UUK provide a broad forum for discussion with a wide range of colleagues from a variety of HE backgrounds which is invaluable in sharing the important national debates.’*

DELEGATE FROM DEVELOPING YOUR 2018-19 ACCESS AGREEMENT, 2017

> See sponsorship opportunities



SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE	EXHIBITOR	OPTIONAL EXTRAS
	IN PARTNERSHIP WITH		SPONSORED BY	SPONSORED BY		
	£12,000	£8,000	£4,000	£2,000	£1,500	ADDITIONAL COST
Exclusivity	x					
Delegate places	5	4	3	2	2	£350
<b>SPEAKING OPPORTUNITIES</b>						
Plenary speaker	x					
Panel speaker		x				
Breakout session			x			
Breakfast meeting						£800
Drinks reception (1) (*available if there is no platinum/gold sponsor)	x	x				£1,000 *
<b>DELEGATE COMMUNICATION</b>						
Speaker biography in delegate guide	x	x	x			
Logo on all participant communication	x	x	x			
Insert in the delegate guide	x	x	x	x	x	
An email to bespoke event participant database	x	x				
Pre/post hardcopy mailout to event delegates	x	x				
<b>BRANDING</b>						
Exhibition stand	x	x	x	x	x	
Logo on bespoke event webpage	x	x	x	x		
Logo on marketing emails	x	x	x			
Logo on delegate guide	x	x	x	x		
Logo on holding slides	x	x	x	x		
Logo on all event signage	x	x	x	x		
Company profile in event delegate guide	Full page	Full page	Full page			
Personalised bags						£800
Personalised lanyards						£800



INTERNATIONAL FORUM SPONSORSHIP PACKAGES	PLATINUM (1)	GOLD (4)	SILVER (1)	BRONZE	OPTIONAL EXTRAS
	IN PARTNERSHIP WITH		SPONSORED BY	EXHIBITOR	
	£12,000	£6,000	£4,000	£2,000	ADDITIONAL COST
Delegate places	5	4	3	2	£380
<b>SPEAKING OPPORTUNITIES</b>					
Plenary speaker	x				
Breakout session		x			
Breakfast meeting					£1,000
Address delegates at a drinks reception			x		
Evening dinner sponsor (Pro-Vice Chancellors and speakers only)					£3,000
<b>BRANDING</b>					
Exhibition stand	x	x	x	x	
Logo on bespoke event webpages (UUK + UUKi)	x	x	x		
Logo on marketing emails	x	x	x		
Logo on delegate guide	x	x	x		
Logo on holding slides	x	x	x		
Logo on all event branding	x	x	x		
Personalised bags					£1,000
Personalised lanyards					£1,000
Branded mobile phone charging point					£1,500
Speaker biography in delegate guide	x	x			
Logo on all marketing emails	x	x	x		
<b>DELEGATE COMMUNICATION</b>					
Logo on all participant communication	x	x			
Insert in the delegate guide	x	x	x		
An email to bespoke event participant database	x				
Company profile in event delegate guide	Full page	Full page	Half page	250 words	
Pre/post hardcopy mailout to event delegates	x	x			

## SEMINAR SPONSORSHIP PACKAGES

### COST £4,000 (+VAT)

#### ITEMS INCLUDED IN THE PACKAGE;

- Exclusive and only sponsor of the event
- Opportunity to address all conference attendees for 15 minutes in a plenary session of the seminar
- Listed as 'sponsored by' on all seminar materials
- Your logo on all pre-event marketing mailings including link to your website
- Your logo in a prominent headline position on seminar materials on the day of the event including but not limited to:
  - Agenda
  - Conference holding slide
  - All directional and information signage
- Exhibition space in the refreshment/lunch area
- Opportunity to host a drinks reception and address delegates at the close of the conference

## MEMBERS MEETING DINNER SPONSORSHIP PACKAGE

### COST £10,000 (+VAT)

#### ITEMS INCLUDED IN THE PACKAGE;

- Be the only sponsor to have access to the event
- Opportunity to address all dinner guests (80+ Vice-Chancellors) at either pre-dinner drinks reception or in the dinner room while guests are seated
- Logo featured on all event material including but not limited to:
  - Delegate mailings (pre and post event)
  - Dinner signage
  - Menu cards
- 5 places at the drinks reception and the dinner
- Opportunity to choose table guests from accepted delegate list
- Dedicated area in drinks reception space for consultation and literature
- Opportunity to display branding in drinks room and conference room (i.e. pull up banners)