

GEDC INDUSTRY FORUM

Monday, 28 September – Thursday, 1 October 2020

Brought to you online by The Global Engineering Deans Council,
The Faculty of Engineering, McMaster University, Canada and Petrus

SPONSORSHIP OPPORTUNITIES

TRANSFORMATIONAL ENGINEERING

Developing the Next Generation of Engineering Innovators, Experts and Leaders for a Changed World

The GEDC Industry Forum brings together engineering education leaders from around the world with senior executives from leading industrial and technology companies in a unique, interactive event. We combine inspirational sessions and design workshops to leverage collective knowledge and experience, developing an influential and meaningful dialogue. From socially conscious engineering to ethics, micro-credentials to open innovation, the themes and content reflect the most important issues of our times, allowing us to design the way forward together. Building on 3 successful events to date, this highly interactive event is brought to you online by the Global Engineering Deans Council (GEDC) in partnership with the Faculty of Engineering, McMaster University, Canada and employability experts, Petrus.

As a champion of research and education that emphasizes impact, the Faculty of Engineering at McMaster University is proud to support this influential and forward-thinking event that explores solutions to real-world challenges.

Dr. Ishwar K. Puri, Dean of the Faculty of Engineering and Professor of Mechanical Engineering, McMaster University

WHO WILL BE ATTENDING?

Previous participants have come from a wide range of engineering and technology specializations across education and the private sector; from FTSE 100 leaders to dynamic tech start-ups. Typical attendees include President, Vice-Rector, Dean and Director of Education; R&D or HR Director, CEO, Head of Engineering, Innovation or Technology

120

Invited participants from over **35 countries**

50/50

Gender balance among speakers and facilitators

50/50

Balance of **deans & corporate** representatives

96%

of previous delegates **would like to participate again**

I have never been to a meeting, conference, or workshop that has brought together the collection of leaders that we have in engineering from around the world, in such a dynamic format.

Dr. Peter Kilpatrick, Provost and Senior Vice President of Academic Affairs, Illinois Institute of Technology

WHY BECOME A SPONSOR?

Influence: As one of a select group of GEDC Industry Forum sponsors, you shape the conversation. This is a unique opportunity to position your organization as a thought and action leader in engineering and engineering education, getting your message across to decision makers in leading companies and engineering schools worldwide.

Network: Influential exposure throughout the event itself, and across the GEDC community of 500+ senior academic and industry engineering experts and engineering deans from around the world.

Visibility: Your brand and messages included across all 3 partner websites, social media channels, event newsletters, reports and publications, reaching over 510,000* engineering experts and leaders worldwide.

*based on 2019 event data

SPONSORSHIP PACKAGES

Content Partner - €9950

- ✓ **Sponsor shapes one of 10 design workshop themes and – if wished – provides expert to support the chosen theme.**
- ✓ **4 places** at the event for sponsor and/or guests (event is by invitation only and maximum attendance is 120 delegates).
- ✓ **Sponsor can propose invitees.**
- ✓ **Branding and content** delivered via event and partner websites, during livestream, via social media, in event newsletter (x5).
- ✓ Mailing to global Deans community of **c. 500 universities** across all continents.
- ✓ **Branding and content** within the event concept paper and report available online before / after the event for download and heavily promoted.
- ✓ **Drop in stand** in online exhibition for showcasing, networking or one on one meetings. **Complementary stand design.**

Communications Partner - €4950

- ✓ **2 places** at the event for sponsor and/or guests (event is by invitation only and maximum attendance is 120 delegates).
- ✓ **Branding and content** delivered via event and partner websites, during livestream, via social media, in event newsletter (x3).
- ✓ Mailing to global Deans community of **c. 500 universities** across all continents.
- ✓ **Branding** within the event concept paper and report available online before / after the event for download and heavily promoted.
- ✓ **Drop in stand** in online exhibition for showcasing, networking or one on one meetings. Stand design can be provided for additional €650 if needed.

Global Student Learning Expedition Partner - €2000 in addition to either of the above packages

A **Global Learning Expedition** gathering over **100 selected engineering students from around the world** online will be held in parallel to the Forum. Designed by the multi-award-winning team at Petrus, the expedition combines inspirational talks, workshops, teamwork with coaches, a society-oriented challenge and presentations to a prestigious jury. **The students' output will feed into the GEDC Industry Forum, where student engagement in the learning process is a core theme.** This additional sponsorship will enable the participation of 5 students, of the sponsor's choosing if wished. The sponsor's organisation can participate during the week-long programme as suits best e.g. as a presenter, workshop host, coach or jury member.

A very unique opportunity for academic and industry leaders to engage on emerging trends and best practices in engineering education.

Dora Smith, Senior Director, Global Academic Program, Siemens

If you are interested in sponsoring the 2020 Industry Forum or would like more information, please contact: Dominic Sproston (Event Manager) at dominic@petruscommunications.com or call +44 (0) 3301 130 739.

THE GLOBAL ENGINEERING DEANS COUNCIL

Recognizing the need for a world-wide forum of engineering deans and rectors The Global Engineering Deans Council was created in Paris in 2008. The main goal of the GEDC is to provide engineering deans and rectors with ideas, tools, and “best” practices necessary to become innovative leaders of engineering education.

www.gedccouncil.org

The world of education is undergoing profound change as a result of the unprecedented challenges we are experiencing right now. Engineering communities are emerging as leaders of the change, and there will be much to share and discuss in September.

Prof. Sirin Tekinay, Dean of Engineering, American University of Sharjah, UAE and Chair GEDC

PETRUS

Petrus enables young people worldwide to achieve their potential by delivering impactful learning experiences and creative campaigns. We bring together companies, students, NGOs and universities worldwide for skills development, experiential learning, open-innovation, communications, recruitment, and community building.

<https://www.petruscommunications.com/>