

# GEDC INDUSTRY FORUM

Developing the Next Generation of  
Engineering Innovators, Experts and Leaders

[www.gedc-industryforum.com](http://www.gedc-industryforum.com)

#GEDCIndustryForum

## Sponsor the 2021 Event

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 rapid innovation, the themes and content reflect the most important issues of our times, allowing us to design the way forward together. Building on 4 successful events to date, this highly interactive event will take place from **20<sup>th</sup> to 24<sup>th</sup> September both online and in Dresden, Germany** in partnership with the annual conference of the International Society for Engineering Pedagogy (IGIP) and TU Dresden.

## Who Will Attend?

Previous participants have come from a wide range of engineering and technology specialisations 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.**



**Jenna Carpenter**

Dean of School of Engineering, Campbell University, USA

Truly unique and engaging. The Industry Forum provided a great platform for helping attendees truly get to know one another and share ideas, generate future collaborations and more.

In partnership with the  
International Society for  
Engineering Pedagogy (IGIP) and  
TU Dresden's Faculty of  
Transportation and Traffic  
Sciences, Institute of Traffic  
Telematics (TUD IoT)

**DRESDEN, GERMANY & ONLINE**

**20-23 SEPTEMBER 2021**



**Dora Smith**

Senior Director, Global Academic  
Program, Siemens

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

**120**

Invited participants from over  
**35 countries**

**50/50**

Balance of **deans & corporate**  
representatives

**90%**

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

## Why Become a Sponsor?

**Shape the Conversation:** a unique opportunity to position your organisation as a thought and action leader in engineering education, get your message across to decision makers in leading organisations 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.



# Sponsorship Packages

Below you will find 2 sponsorship options available for the 2021 GEDC Industry Forum. The benefits listed are typical activities covered as part of our sponsorship package. We would be delighted to discuss these and other options with you in order to design a package that is tailored to your needs.

## Communications & Networking Partner

€5,000

- ✓ **2 places** at the event for sponsor and/or guests (event is by invitation only and maximum attendance is 120 delegates).
- ✓ **Opportunity to propose invitees** to attend (invitees are required to pay full registration fee)
- ✓ **Branding and content** delivered via event and partner websites (GEDC / IGIP & ICL) , onsite, 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.
- ✓ **Networking** and one on one meeting facilitation (online / in person).

## Dynamic Design Group Partner

€8,000

**In addition** to the Communication and Networking Partner benefits, a **Dynamic Design Group Partner** has the opportunity to put a real problem on the table for international engineering education leaders to propose a solution to.

The Dynamic Design Groups are a much appreciated feature of the GEDC Industry Forum. Designed to **allow every voice to be heard, and every idea expressed**, they are a lively and stimulating experience drawing on the expertise of all event participants. If wished, the Dynamic Design Group Partner can **provide an expert to support the chosen theme** – an additional opportunity for direct interaction with event delegates.

- ✓ **Plus: 2 additional places** at the event for sponsor and/or guests (4 in total).
- ✓ **Detailed write-up** with sponsor in conference report.

Additional branding and participation opportunities are available during **the 24th International Conference on Interactive Collaborative Learning and 50th IGIP International Conference on Engineering Pedagogy** gathering 300+ engineering educators and industry leaders both online and in Dresden. Please let us know if this is of interest.



**Şirin Tekinay**  
Chair of the Global Engineering Deans Council



The GEDC Industry Forum offers the opportunity for academic and industrial decision makers to cross-cultivate solutions to engineering challenges by co-innovating new modalities of university-industry interaction beyond the traditional ones.



**Andrew Hogg**  
Deputy Chairman, Group Ethics Committee, Total



The multi-disciplinary, multi-cultural format of the Dynamic Design Groups has great potential for exploring new approaches and seeding the solutions to engineer for tomorrow's society.

**If you are interested in sponsoring the 2021 GEDC Industry Forum or would like more information, please contact:** Dominic Sproston (Event Manager) at [dominic@petruscommunications.com](mailto:dominic@petruscommunications.com) or call +44 (0) 3301 130 739.

### The Global Engineering Deans Council (GEDC)

Recognising 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](http://www.gedccouncil.org)

### 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. [www.petruscommunications.com](http://www.petruscommunications.com)

