

The annual

FESTIVAL OF EDUCATION

ONLINE | 16-30 June 2021

PARTNERSHIP OPTIONS

WHERE THOSE WHO INSPIRE
FIND THEIR OWN INSPIRATION



WELCOME

In June 2019, the Festival of Education celebrated its 10th anniversary with a record number of attendees, speakers and exhibitors across an incredible two days. Then the world changed; we sadly had to cancel last summer's Festival and have since spent the last year reacting and rethinking.

Now we are proud to confirm that the Festival of Education returns in June 2021 as an online event, as impressive and inspirational as ever, on a platform that will ensure engagement with our keynote speakers, our CPD workshops and our partners and exhibitors.

The format will switch from a two-day live event to a two-week online education extravaganza, with daily headline speakers and two Fridays bursting with CPD content.

Attendees will be able to watch live/recorded sessions with Q and A and interact with your business and network as they always have. However, with our online Festival, collecting the data of those registered and relevant to your company is easier than ever.

It has been an incredibly challenging year for the education community, not just in the UK but around the globe. This past year, more than any other, has challenged our educators and our schools and now is the time to bring everyone in education together if we can.

We are therefore delighted to offer free access to everybody across the two weeks for this year's Festival of Education.

This is only possible with the continued support of our incredible partners and exhibitors who help us to deliver the

best Festival we can, year after year. Your input, feedback and backing allow us to do what we do, and this year it will mean more than ever.

Established in 2010, the Festival has grown from a thought-forum to the most important, engaging, and talked about event in the education calendar. The Festival has always attracted education's most forward-thinking innovators, practitioners, influencers, politicians, journalists and business leaders, and we look forward to announcing this year's content.

We welcome exhibitors who wish to showcase their organisation's contribution to education. There are various opportunities available, from videos to online chat and networking to keynote branding and virtual exhibiting options.

The advantage of this year's Festival is the FREE registration, which will be widely promoted and popular. The data collection will ensure our partners and exhibitors can engage easily with those who 'attend'.

Being part of this year's Festival of Education and supporting its free distribution is one of many ways our organisations can show their thanks and support to the education community.

Shane Mann

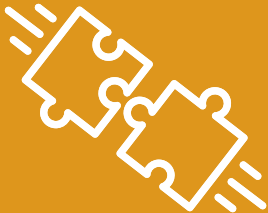
Festival Director



"It has been an unfathomably challenging year for the educators, not just in the UK but around the globe. We aim to provide a fun and inspiring Festival across two weeks for educationalists across the world. Very much in-keeping with our tagline – where those who inspire find their inspiration."

Shane Mann



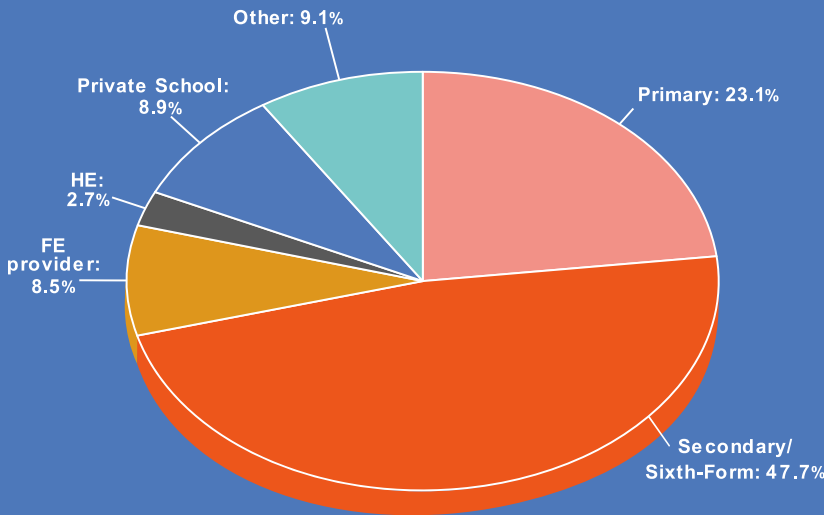


WHY THE FESTIVAL OF EDUCATION IS THE EVENT OF THE YEAR FOR YOUR ORGANISATION

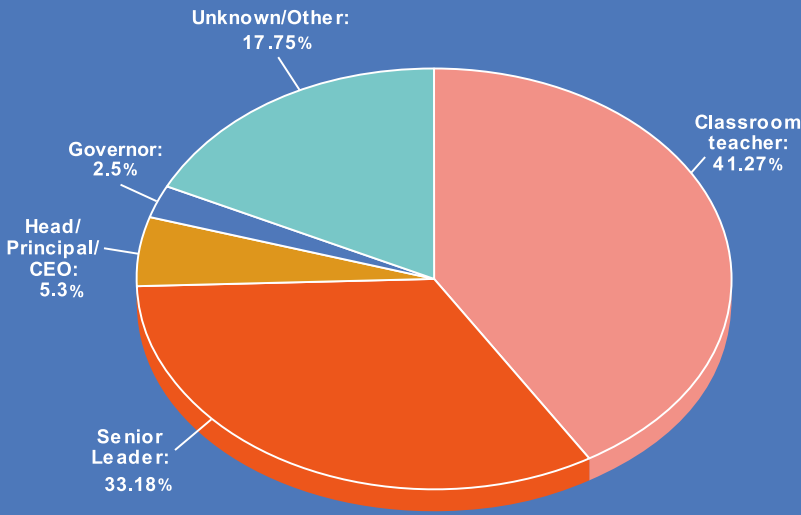


In June 2019, the Festival celebrated its 10th event with a record number of attendees and speakers. Across two days, we hosted 300 speakers and 5,000 attendees at Wellington College. The below stats are a representation of our 2019 event. As this year's event will be online and free of charge, we anticipate a broader and larger audience.

Organisation types:



Job role types:



5,000
Attendees
(2019, physical event)

42
Exhibitors
(2019, physical event)

WHY PARTNER & EXHIBIT AT THE FESTIVAL

1

Thanking educators

This year's Festival will be free to all educators. To thank and recognise their efforts

2

Data Capture

Receive in-depth data from the delegates that visit your booths during Friday Fests.

3

Branding

Showcase your brand during our live keynotes or curate an engaging virtual booth.

4

Provide beneficial content

Most of our packages come with the opportunity to provide content during our Friday Fests.

5

Networking

Using our online platform, Hopin, you'll be able to have video meetings with attendees during our Friday Fests.

6

Range

We have a range of options available to suit all budgets and requirements.



TESTIMONIALS

“Exhibiting at the Festival of Education is a very good way of engaging with a wide range of people. The session content is fantastic development for the Governors for Schools team and the whole experience is a highlight of the year!”

Louise Cooper,
CEO, Governors For Schools

“The Festival of Education is an unmissable opportunity to talk with teachers and school leaders.... These conversations have since converted to many meetings, demonstrations and recommendations and.... in terms of return on investment, the Festival of Education is definitely a worthwhile endeavour.”

Aaron Leary,
Founder, Bedrock Education

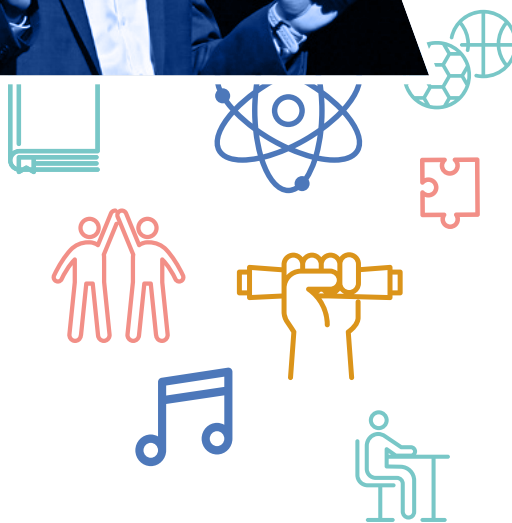
“The 2019 Festival of Education gave me time and space to consider what is important for my school and the direction in which I want to take it. It was thought provoking but never overwhelming - it felt like a celebration of education!”

Fenella Reekie,
Headteacher





PACKAGES OVERVIEW



CATEGORY	ITEM	FESTIVAL PARTNER	PREMIUM EXHIBITION	ENHANCED EXHIBITION	STANDARD EXHIBITION
Pre-event	Inclusion in event marketing materials	✓			
Pre-event	Brand on website homepage	✓	✓		
Pre-event	Listing page on website	✓	✓	✓	✓
Pre-event	Word description in pre-event email	✓			
Pre-event	Social media promotion (pre-event)	8 posts	4 posts	2 posts	1 post
Pre-event	Adverts in schools week or fe week	✓	✓	✓	
Event (Friday Fests)	Logo & link on external reception	✓	✓		
Event (Friday Fests)	Logo & link on internal reception	✓	✓		
Event (Friday Fests)	Virtual exhibltion booth	✓	✓	✓	✓
Event (Friday Fests)	Expo booth prioritization	2nd tier	3rd tier	4th tier	5th tier
Event (Friday Fests)	Expo booth sizing	Large	Medium	Small	Micro
Event (Friday Fests)	Sponsored chat messages	4 messages	2 messages		
Event (Friday Fests)	Friday fest sessions (live or pre-record)	10 sessions	6 sessions	2 sessions	
Event (Friday Fests)	Advert on recordings	Yes			
Event (Keynotes)	Keynote main sponsor	1 keynote	1 keynote		
Event (Keynotes)	Keynote sponsor intro for your keynote	Up to 5 mins	Up to 5 mins		
Event (Keynotes)	Mainstage break ad roll (prior to keynote)	30 seconds (all)	30 sec (during keynote)		
Event (Keynotes)	Adverts included on recording	Yes (all)	Yes (your keynote)		
Event (Keynotes)	Branding on mainstage feed (keynotes)	✓	Yes (your keynote)		
Post-event	Word description in post-event email	✓			
Post-event	Social media promotion (post-event)	4 posts	2 posts	1 post	
Post-event	Contact list of booth attendees	✓	✓	✓	✓
Post-event	Access to attendee list	✓	✓	✓	✓
Post-event	Access to event recordings	✓	✓	✓	✓
		£20,000	£10,000	£3,750	£995



EXHIBITION LAYOUT

This is an example of the layout we will use for the online exhibition during the Festival’s Friday Fests. This is subject to change.

HEADLINE PARTNER

FESTIVAL PARTNER

FESTIVAL PARTNER

FESTIVAL PARTNER

FESTIVAL PARTNER

PREMIUM EXHIBITOR

PREMIUM EXHIBITOR

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PREMIUM EXHIBITOR

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EXAMPLE HEADLINE SPONSOR:







WHERE THOSE WHO INSPIRE
FIND THEIR OWN INSPIRATION



7

 @EducationFest  educationfest.co.uk

FESTIVAL PARTNER

£20,000

LIMITED TO 4
ORGANISATIONS

PRE-FESTIVAL

- Your organisation's brand prominently displayed on the homepage of the Festival website.
- An 'About the Festival Partner' page on the Festival website.
- Logo to appear on all adverts placed and promotional materials.
- 100 word message in the final pre-event emails to delegates.
- 8 Tweets & Facebook posts referencing your organisation as a Festival Partner.
- Receipt of attendee list one week before the event
- FOE adverts for your promotional use. Other sponsor logos can be removed, excluding the Schools Week, FE Week, Wellington College, Lsect and FOE brands.
- Adverts in Schools Week or FE Week during June & July:
 - Two full-page adverts
 - One online advertorial

FRIDAY FESTS (18 & 25 JUNE)

- 'Large' Virtual Booth
- Second Tier positioning on the exhibition landing page (under Headline Partner)
- Branding in the reception area of the event (linked to your booth or external website)
- Branded and named stage for your sessions
- Branding on the stage backdrop for your sessions
- Opportunity to provide 10 sessions (5 per day)
- Technical and stage management support for your stage
- 4 sponsored messages (two per day)
- 30 second advert placed at the start of your live and recorded sessions, and all other recorded sessions

FESTIVAL KEYNOTES (16-30 JUNE)

- An advert slot at the start of all Keynotes (max 30 seconds)
- An advert slot during all breaks within the Keynote stages (max 30 seconds)

- Opportunity to be the main sponsor of one Festival Keynote.
- Opportunity to provide a 10-minute intro during your Keynote.
- 30 second video advert during all Festival Keynotes.
- 30 second video advert included on all recorded sessions.
- Branding to appear on the virtual stage backdrop.

POST-EVENT

- A final message in a post-event email to all attendees one week after the Festival (100 words).
- Recordings of all your sessions. These can be used throughout your organisation and appropriate channels.
- 4 Tweets & Facebook posts after the Festival referencing your organisation as a Festival Partner.
- Festival visitor data (where permission has been given) is given including:
 - Contact list of visitors to your booth
 - Festival attendance list (pre-Festival this

will be name, organisation and job title and post-Festival this will be name, organisation and email address)

- Access to Festival session recordings



PARTNERSHIP AND EXHIBITION ENQUIRIES:

Adele Kilby | adele.kilby@lsect.com
T: 07973393683



PREMIUM EXHIBITION

£10,000

LIMITED TO 6
ORGANISATIONS

PRE-FESTIVAL

- Your organisation's brand prominently displayed on the homepage of the Festival website.
- 4 Tweets & Facebook posts before the Festival referencing your organisation as a Premium Exhibitor.
- Receipt of attendee list one week before the event
- FOE adverts for your promotional use. Other sponsor logos can be removed, excluding the Schools Week, FE Week, Wellington College, Lsect and FOE brands.
- Adverts in Schools Week or FE Week during June & July:
 - One full-page advert
 - One online advertorial

FRIDAY FESTS (18 & 25 JUNE)

- 'Medium' Virtual Booth
- Third Tier positioning on the exhibition landing page (under Festival Partner)
- Branding in the reception area of the event (linked to your booth or external website)
- Option to provide 6 sessions (3 per day)
- 2 sponsored messages (one per day)
- 30 second advert at the start of your live and recorded sessions.

FESTIVAL KEYNOTES (16-30 JUNE)

- Opportunity to be the main sponsor of one Festival Keynote
- Opportunity to provide a 10-minute intro during your Keynote
- An advert slot at the start of your Keynote (max 30 seconds)
- 30 second video advert included on your recorded Keynote

- Branding to appear on the virtual stage backdrop for your keynote

POST-EVENT

- Recordings of all your sessions. These can be used throughout your organisation and appropriate channels.
- 2 Tweets & Facebook posts after the Festival referencing your organisation as a Premium Exhibitor
- Festival visitor data (where permission has been given) is given including:
 - Contact list of visitors to your booth
 - Festival attendance list (pre-Festival this will be name, organisation and job title and post-Festival this will be name, organisation and email address)
 - Access to Festival session recordings



PARTNERSHIP AND EXHIBITION ENQUIRIES:

Adele Kilby | adele.kilby@lsect.com
T: 07973393683



ENHANCED EXHIBITION

£3,750

LIMITED TO 8
ORGANISATIONS

PRE-FESTIVAL

- Your organisation's brand displayed on the Festival website.
- 2 Tweets & Facebook posts before the Festival referencing your organisation as a Enhanced Exhibitor.
- Receipt of attendee list one week before the event
- FOE adverts for your promotional use. Other sponsor logos can be removed, excluding the Schools Week, FE Week, Wellington College, Lsect and FOE brands.
- Advert in Schools Week or FE Week during June & July:
 - One full-page advert

FRIDAY FESTS (18 & 25 JUNE)

- 'Small' Virtual Booth
- Fourth Tier positioning on the exhibition landing page (under Premium Exhibitor)
- Option to provide 2 sessions (1 per day)

POST-EVENT

- Recordings of all your sessions. These can be used throughout your organisation and appropriate channels.
- 1 Tweet & Facebook post after the Festival referencing your organisation as an Enhanced Exhibitor.
- Festival visitor data (where permission has been given) is given including:
 - Contact list of visitors to your booth
 - Festival attendance list (pre-Festival this will be name, organisation and job title and post-Festival this will be name, organisation and email address)
 - Access to Festival session recordings

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T: 07973393683





STANDARD EXHIBITION

£995

PRE-FESTIVAL

- Your organisation's brand prominently displayed on the Festival website.
- 1 Tweet and Facebook post before the Festival referencing your organisation as a Standard Exhibitor.
- Receipt of attendee list one week before the event
- FOE advert for your promotional use. Other sponsor logos can be removed, excluding the Schools Week, FE Week, Wellington College, Lsect and FOE brands.

FRIDAY FESTS (18 & 25 JUNE)

- 'Micro' Virtual Booth
- Fifth Tier positioning on the exhibition landing page (under Enhanced Exhibitor)

POST-EVENT

- Data outlining which attendees interacted with your booth.
- Festival visitor data (where permission has been given) is given including:
 - Contact list of visitors to your booth
 - Festival attendance list (pre-Festival this will be name, organisation and job title and post-Festival this will be name, organisation and email address)
 - Access to Festival session recordings

PARTNERSHIP AND EXHIBITION ENQUIRIES:

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BROUGHT TO YOU BY:

LSECT
LEARNING & SKILLS
EVENTS, CONSULTANCY & TRAINING



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