



**NATIONAL BUSINESS EDUCATION
ACCREDITATION COUNCIL**
www.nbeac.org.pk



Business Education: Creating Impact with CPEC

Academia sponsorship booklet

5th DEANS AND DIRECTORS CONFERENCE



5th - 6th Feb, 2018 | PC Hotel, Karachi

Marketing Partner:

For Sponsorship and Booking:

Official Media Partner:



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About NBEAC

National Business Education Accreditation Council (NBEAC), was established by Higher Education Commission (HEC) in March, 2007. The purpose of NBEAC is to assure quality in Business Administration/Public Administration/Management Sciences/Commerce degree programs.

“Enhancing the Quality of Business Education”

NBEAC Structure

NBEAC carries out its activities through the following structure:

1. Council
2. Consultative committee for selection of Accreditation Inspection Committee members
3. Peer Reviews / Experts
4. Secretariat (Headquarters)

Outcomes

- To identify the critical steps to align education with business needs
- To identify and recommend actions to the emerging challenges in business education

Purpose of Conference

NBEAC's Deans and Directors Conference annually brings together more than 100 deans and directors of business schools for strategic level discussions. This year's conference will focus on the balance required between global paradigms versus the need to customize business education in Pakistan according to the local needs. Both businesses and business schools in Pakistan – small or large, urban or rural – face competition for products and services created by the spread of information technology and globalization. However, our context, culture and heritage demands a certain degree of indigenization in management practices and in business education. The conference program is designed to increase the effectiveness of business education in Pakistan, through debate on the mentioned issues and through related refinements in the accreditation process.

Objectives

The conference objectives are:

- To evaluate the extent to which business education in Pakistan is preparing graduates to contribute to the local and global economic activities.
- To identify unique themes and specializations for business education in Pakistan, keeping local needs and global trends in perspective.
- To discuss the balance between indigenous vs. international curriculum content for effective business education in the country.
- To share the experiences of education leaders from Pakistan and other countries, of creating a balance between indigenization and globalization of business education in their countries.
- To identify ways in which accreditation can be used as a framework for addressing the challenges associated with convergence and divergence.

NBEAC's Achievement

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1st NBEAC

Deans & Directors
Conference 2014

Inaugural at
President House Islamabad
and Conference
at Serena Islamabad.

**Emerging Challenges of Business
Schools in Pakistan**

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2nd NBEAC

Deans & Directors
Conference 2015

Inaugural at
IBA Karachi and
Conference at
Marriott Karachi

**Building Bridges and Fostering
Collaborations in Business Education**

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3rd NBEAC

Deans & Directors
Conference 2016

Inaugural at
Pearl Continental
Lahore.

**Strengthening Business Schools
through Partnerships**

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4th NBEAC

Deans & Directors
Conference 2017

Inaugural at
Serena Hotel,
Islamabad

**Business Education and Its Context:
Points of Convergence & Divergence**





Sponsor's Categories:



You may **choose** any of the following categories for your collaboration:



Offers to the Sponsors:



- Organization name and logo on:
 - Website;
 - Invitation Cards;
 - Writing Pad;
 - Folders;
 - Backdrop in all Conferences;
 - Streamers;
- Half page ad in the News Supplement (KHI, LHR, ISB)
- Media coverage on print and electronic
- Five Standees (provided by the organization) on Entrance and Prime Locations;
- Run promo videos on your stall if any;
- Promotional Stall at Conferences' Entrance 3x6;
- Three Complimentary Registration for Executives in 5th D&D conference; (Note: online registration is must)
- Representative of the sponsor organization to jointly present plaque to speakers in the conference;
- Representative to present company's giveaways;
- Distribution of promo material to exhibition visitors;
- Distribution of promo material to the participants of conferences;
- You may present gift to local and international speakers;
- Presentation of Sponsorship Shield on opening ceremony or concluding ceremony;
- Display of name as Platinum Partner during Presentation;
- Announcement of Company name as Sponsor in the vote of thanks.



- Company's name and logo on:
 - Website;
 - Invitation Cards;
 - Writing Pad;
 - Folders;
 - Backdrop in all Conferences;
- Quarter page ad in the News Supplement (KHI, LHR, ISB)
- Promotional Stall 3x3
- Four Standees (provided by the organization) on Entrance and Prime Locations;
- Run promo videos on your stall if any;
- Two Complimentary Registration for Executives in 5th D&D conference; (Note: online registration is must)
- Distribution of promo material to exhibition visitors;
- Distribution of promo material to the participants of conferences;
- You may present gift to local and international speakers;
- Presentation of Sponsorship Shield to your organization on Inaugural or concluding day;
- Display of name as Gold Sponsor during Presentation;
- Announcement of Company name as Sponsor in the vote of thanks.



- Company's name and logo on:
 - Website;
 - Invitation Cards;
 - Writing Pad;
 - Folders;
 - Backdrop in all Conferences;
- 20x3 ad in the News Supplement (KHI, LHR, ISB)
- Promotional Stall 3x3
- Three Standees (provided by the organization) on Entrance and Prime Locations;
- One Complimentary Registration for Executives in 5th D&D conference; (Note: online registration is must)
- Run promo videos on your stall if any;
- One Page Color Advertisement on the Souvenir or MA Journal (over 10,000 circulation);
- Distribution of promo material to the participants of conferences;
- Presentation of Sponsorship plaque to your company on concluding day;
- Display of name as Silver Partner during Presentation;
- Announcement of Company name as Sponsor in the vote of thanks.



- Company's name and logo on:
 - Website;
 - Backdrop of Conference;
- Media Coverage on Event Day;
- 20x3 ad in the News Supplement (KHI, LHR, ISB)
- Promotional Stall 3x3
- Two Standees (provided by the organization) on Entrance and Prime Locations;
- Run promo videos on your stall if any;
- Distribution of promo material to the participants of conferences;
- You may present gift to local and international speakers;
- Presentation of Sponsorship shield to your organization on inaugural or concluding day;
- Display of name as Bronze Partner during Presentation;
- Announcement of Company name as Sponsor in the vote of thanks



- Logo on Backdrop as Conference Bag Sponsors
- Standees at the Conference (standees to be provided by the sponsor at the event site)
- Acknowledgement as Conference Bag Sponsors at the event
- Logo on the Event Website
- Logo on Event diary back page
- Note: Benefits of platinum sponsor.



- Logo on Backdrop as Conference Lunch Sponsors at Annual Conference and Awards Ceremony
- Standee at the Conference (standee to be provided by the sponsor at the event site)
- Acknowledgement as Conference Lunch Sponsors at the event
- Video Showcase during Lunch break
- Logo on the Event Website
- Logo on Event diary back page
- Note: Benefits of Gold sponsor.



- Logo on Backdrop as Conference Lunch Sponsors at Annual Conference and Awards Ceremony
- Standee at the Conference (standee to be provided by the sponsor at the event site)
- Acknowledgement as Conference Tea Sponsors at the event
- Logo on the Event Website
- Video showcase during tea break.
- Logo on Event diary back page
- Note: Benefits of bronze sponsor.

Mode of Sponsorship:

You may choose to extend your helping hand to us by either sponsoring through:

Cash or Sponsoring the event activities Event activities may broadly be categorized as:

- Administrative & logistic support
- Marketing Communications (Advertising & Entertainment & Hospitality)

Value Added Benefits to the Sponsors:

- Opportunity to create your corporate identity
- Opportunity to access the opinion leaders & followers & communicate / promote your organizational cause & mission to & through them
- Opportunity to identify & interact with your stakeholders / strategic partners in promoting & achieving your cause effectively...networking opportunity
- Opportunity for long-term image building or even re-shaping & re-launching your corporate image
- Opportunity to create long-term associations / relationships
- Opportunity for Merchandizing activities (your give-aways may include your branded stationery items, your leaflets / brochures etc.)
- Opportunity to communicate your message(s) using the most effective channel, i.e. by word-of mouth
- Opportunity to gather as well as monitor the response of your target audience & collect the feedback
- Opportunity to enhance your brand awareness / corporate presence
- Opportunity to launch / highlight your various other development / promotional programs through the event
- Opportunity to enhance your presence in the event in every possible way.

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