



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



# The Evolving Landscape of Business Education across the Globe

## 10<sup>th</sup> DEANS & DIRECTORS CONFERENCE 2019

08<sup>th</sup> – 09<sup>th</sup> April 2019  
at  
Pearl Continental Hotel (PC), Lahore

Marketing Partner



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## About NBEAC

National Business Education Accreditation Council (NBEAC) was established by Higher Education Commission (HEC) in 2007 to assure quality in business education degree programs. NBEAC is a national level accrediting authority to organize and carry out comprehensive program of accreditation.

Our Vision Statement: "Enhancing the Quality of Business Education"

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## 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)
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## Outcomes

- Develop a short term, medium term and long term plan to embrace and incorporate the use of modern technology and pedagogical innovation to remain competitive globally.
- Identify the avenues and opportunities for business schools helpful in fostering national and regional collaborations and forging meaningful partnerships with the industry and business community.
- Wider dissemination of success stories business schools have in relation to China Pakistan Economic Corridor (CPEC) to motivate others.
- Provide assessment of business schools and their graduates on a spectrum of their responsibilities towards society, environment and future generations.
- Propose a blue print of consensus based on new regulatory framework, with the domestic regulator, specific to business schools in Pakistan.

# 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

- To identify and analyze the drivers and pace of transition in business education.
- To deliberate and envisage the future landscape of business education and what types of strategic changes are required to thrive in this new landscape.
- To create awareness of how regional and national collaboration among business schools can be advanced and synergized.
- To propose how business schools can structure themselves and build systems to learn about, predict, and react quickly enough to emerging needs of industry by establishing meaningful and active partnerships.
- To debate upon the Civic Responsibilities of Business Schools and their graduates including their commitment towards society, environment and future generations and how these responsibilities can be discharged by following best ethical practices simultaneously.
- To understand how the business schools across the globe are rapidly adopting the influx of cutting-edge-disruptive-technologies and how Pakistani business schools can join this fraternity by bringing required pedagogical, infrastructural and regulatory changes.
- And finally to highlight the limitations in regulatory framework of business schools curtailing their ability to adapt and flourish in this dynamically changing landscape.

# NBEAC's Achievement

**1<sup>st</sup>** **NBEAC** Deans & Directors Conference 2014 27<sup>th</sup> -28<sup>th</sup> Jan

**2014** **Emerging Challenges of Business Schools in Pakistan**

Inaugural at President House Islamabad and Conference at Serena Islamabad.

**2<sup>nd</sup>** **NBEAC** Deans & Directors Conference 2015 10<sup>th</sup> -11<sup>th</sup> Feb

**2015** **Building Bridges and Fostering Collaborations in Business Education**

Inaugural at IBA Karachi and Conference at Marriott Karachi

**3<sup>rd</sup>** **NBEAC** Deans & Directors Conference 2016 17<sup>th</sup> -18<sup>th</sup> Feb

**2016** **Strengthening Business Schools through Partnerships**

Inaugural at Pearl Continental Lahore.

**4<sup>th</sup>** **NBEAC** Deans & Directors Conference 2017 7<sup>th</sup> -8<sup>th</sup> Feb

**2017** **Business Education and Its Context: Points of Convergence & Divergence**

Inaugural at Serena Hotel, Islamabad

**5<sup>th</sup>** **NBEAC** Deans & Directors Conference 2018 5<sup>th</sup> -6<sup>th</sup> Feb

**2018** **Business Education: Creating Impact with CPEC**

Inaugural at Pearl Continental Hotel Karachi

# Glimpse of Deans & Director Conferences

2014-2018

2014



2015



2016



2017



2018





## Sponsor's Categories



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



PKR  
**1,000,000**  
**PLATINUM**

Company's  
**Name & Logo** on:  
Website, Invitation Cards,  
Writing Pad, Folders,  
Backdrop in all the  
Conference's events

**Half Page Ad** in  
the News Supplement (KHI,  
LHR, ISB)

Promotional  
**Stall 3x3**

**4 Standees**  
(provided by the  
organization) on  
Entrance and  
Prime Locations;

**2 Complimentary**  
**Registration** for  
Executives in 6th D&D  
Conference; (Note: online  
registration is must))

Run  
**Promo Videos**  
on your stall if any

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 **Platinum** Sponsor  
during Presentation

**SPONERSHIP**  
**BENEFITS**

PKR  
**800,000**  
**GOLD**

Company's  
**Name & Logo** on:  
Website, Invitation Cards,  
Writing Pad, Folders,  
Backdrop in all the  
Conference's events

**Quarter Page Ad**  
in the News Supplement  
(KHI, LHR, ISB)

Promotional  
**Stall 3x3**

**4 Standees**  
(provided by the  
organization) on  
Entrance and  
Prime Locations

**2 Complimentary**  
**Registration** for  
Executives in 6th D&D  
conference; (Note: online  
registration is must)

Run  
**Promo Videos**  
on your stall if any

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

**SPONERSHIP  
BENEFITS**



PKR

600,000  
SILVER

Company's  
Name & Logo on:  
Website, Invitation Cards,  
Writing Pad, Folders,  
Backdrop in all the  
Conference's events

20x3 ad in the  
News Supplement  
(KHI, LHR, ISB)

Promotional  
Stall 3x3

3 Standees  
(provided by the  
organization) on  
Entrance and  
Prime Locations

1 Complimentary  
Registration for  
Executives in 6th D&D  
conference; (Note: online  
registration is must)

Run  
Promo Videos  
on your stall if any

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 Silver Sponsor  
during Presentation

SPONERSHIP  
BENEFITS

PKR  
**400,000**  
**BRONZE**

PKR  
**1 000,000**  
**CONFERENCE BAG**  
**SPONSOR**

- Company's Name & Logo on: Website; Backdrop of Conference
- Media Coverage on Event Day
- 20x3 Ad in the News Supplement (KHI, LHR, ISB)
- Promotional Stall 3x3
- 2 Standees (provided by the organization) on Entrance and Prime Locations
- Run Promo Videos on your stall if any

- 1 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

**SPONERSHIP BENEFITS**

PKR  
**750,000**  
**CONFERENCE LUNCH**  
**SPONSOR**

PKR  
**400,000**  
**CONFERENCE TEA**  
**SPONSOR**

Company's **Name**  
 & **Logo** on: Website;  
 Backdrop of Conference

**Media Coverage**  
 on Event Day

**20x3 Ad** in the  
 News Supplement  
 (KHI, LHR, ISB)

Promotional  
**Stall 3x3**

**2 Standees**  
 (provided by the  
 organization) on  
 Entrance and Prime  
 Locations

Run **Promo**  
**Videos** on your  
 stall if any

**1 Page** Color  
 Advertisement on the  
 Souvenir or MA Journal  
 (over 10,000 circulation)

**Distribution**  
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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

**SPONERSHIP**  
**BENEFITS**



# 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.