



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



Enhancing Quality and Inclusivity in
Business Education through Engagement



7th DEANS & DIRECTORS

CONFERENCE 2020

17-18 Feb 2020 | Venue: NUST Islamabad

Marketing Partner

Organizer

Official Media Partner



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ABOUT NBEAC

National Business Education Accreditation Council (NBEAC), was established by the 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:

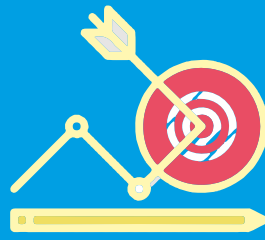
“Enhancing the Quality of Business Education”



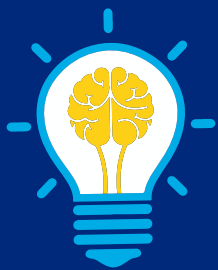
PURPOSE

NBEAC's Deans and Directors conference brings together more than 100 deans and directors of business schools annually, for strategic level discussions. This year's conference will focus on both businesses and business schools in Pakistan – small and large, urban and rural – and the peculiar challenges they face due their context. The conference also seeks to deliberate upon the emerging trends in degree and curricula design and in contemporary learning pedagogies with a focus on their application and implementation in Pakistan. Participants will also get an opportunity to reflect upon the increasing role of digital technology at the workplace and how it has / will continue to transform the way work is done and consequently, the skillset graduates require. The conference program is structured to address the aforementioned themes with both, a historical perspective and a futuristic outlook to enhance the quality of business education in Pakistan and to make it more relevant with the emerging global trends.

OBJECTIVES



- To understand the significance of stakeholder engagement in the process of quality enhancement.
- To enhance inclusivity of diverse business schools in the debate of quality enhancement of business education in Pakistan.
- To analyze the challenges of diverse business schools and how innovative solutions can be leveraged to overcome these.
- To assess the futuristic landscape of businesses and business education and to employ contemporary pedagogies to embrace these changes.



OUTCOMES

- Interaction between various stakeholders of business schools for a better understanding of their role in enhancement of the quality of business education.
- Inclusion of a variety of business schools in the process of establishing standards in business education in Pakistan.
- Identification of innovative solutions implemented to address challenges overcome by diverse business schools in Pakistan.
- Identification of contemporary learning pedagogies and curriculum design en vogue in Pakistan and internationally.
- Enhance awareness of the impact of digital transformation at workplaces and the skill-set for employability of graduates.
- Opportunities for universities to collaborate and develop national MoUs to facilitate mutually beneficial initiatives.
- Improved understanding of mechanisms to assess the impact of a variety of initiatives undertaken by business schools.



CONFERENCE CHAIR

Dr. Farrukh Iqbal
Chairman NBEAC



CONFERENCE CONVENER

Dr. Naukhez Sarwar
Vice Chairman NBEAC and
Dean NUST Business School

NBEAC's Achievement

1st

27th - 28th
Jan

2014

NBEAC Deans & Directors
Conference 2014

Emerging Challenges of
Business Schools in Pakistan

Inaugural at President House Islamabad
and Conference at Serena Islamabad.

2nd

10th - 11th
Feb

2015

NBEAC Deans & Directors
Conference 2015

Building Bridges and Fostering
Collaborations in Business Education

Inaugural at IBA Karachi and
Conference at Marriott Karachi

3rd

17th - 18th
Feb

2016

NBEAC Deans & Directors
Conference 2016

Strengthening Business Schools
through Partnerships

Inaugural at Pearl Continental Lahore.

4th

7th - 8th
Feb

2017

NBEAC Deans & Directors
Conference 2017

Business Education and Its Context:
Points of Convergence & Divergence

Inaugural at Serena Hotel, Islamabad

5th

5th - 6th
Feb

2018

NBEAC Deans & Directors
Conference 2018

Business Education:
Creating Impact with CPEC

Inaugural at Pearl Continental Hotel, Karachi

6th

8th - 9th
April

2019

NBEAC Deans & Directors
Conference 2019

The Evolving Landscape of Business
Education across the Globe

Inaugural at Pearl Continental Hotel, Lahore

Glimpse of Deans & Director Conferences

2014-2019

2014



2015



2016



2017



2018



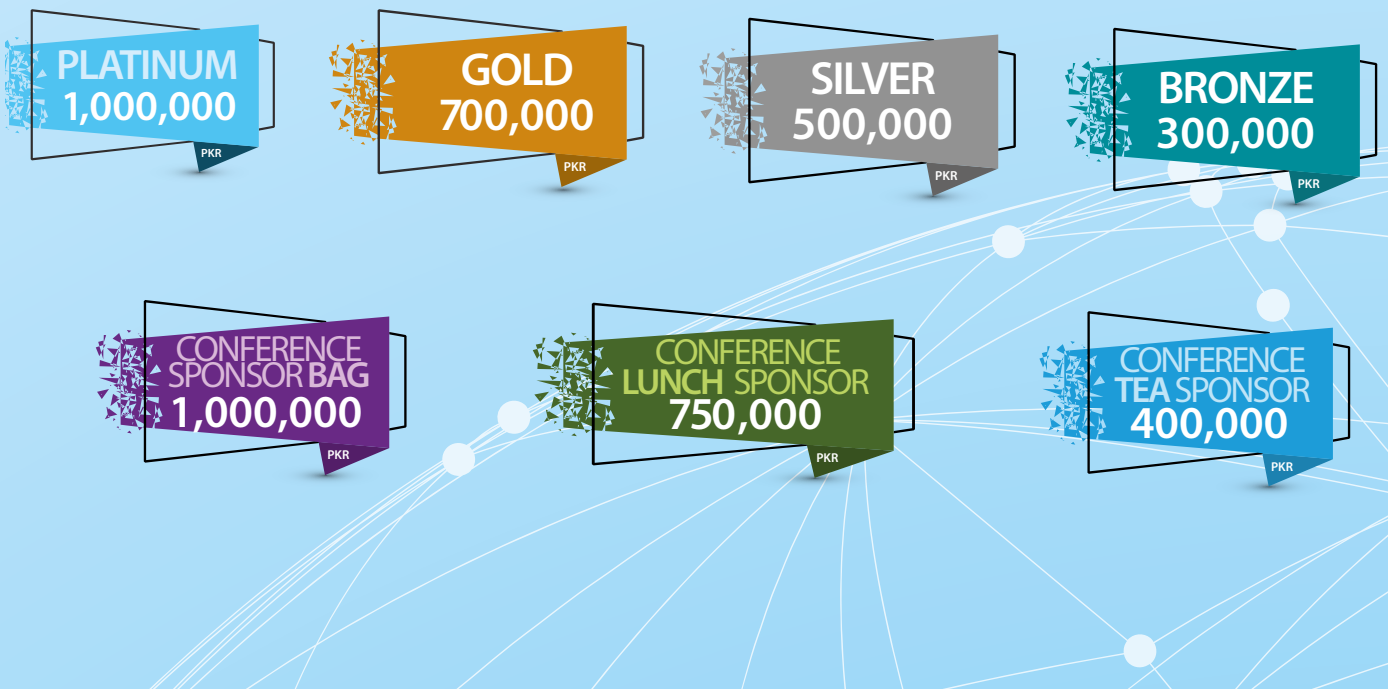
2019



Sponsor's Categories



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





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

27X4 Ad and same
size writeup free 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 7th 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

**SPONSORSHIP
BENEFITS**

GOLD
700,000

PKR

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

20x4 Ad and same
size writeup free in The News
Supplement (KHI, LHR, ISB)

Distribution of
Promo Material
to exhibition visitors

Promotional
Stall 3x3

Distribution of promo
material to the
**Participants of
Conferences**

4 Standees
(provided by the
organization) on
Entrance and
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Inaugural or concluding day

Run
Promo Videos
on your stall if any

Display of name as
Gold Sponsor
during Presentation

**SPONSORSHIP
BENEFITS**

SILVER 500,000

PKR

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

20x3 Ad and same
size writeup free 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 7th 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

SPONSORSHIP BENEFITS



- Company's Name & Logo on: Website; Backdrop of Conference
 - Media Coverage on Event Day
 - 20x3 Ad and same size writeup free 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
- SPONSORSHIP BENEFITS**

- 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

CONFERENCE LUNCH SPONSOR
750,000
PKR

CONFERENCE TEA SPONSOR
400,000
PKR

- 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

SPONSORSHIP BENEFITS

- 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

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.