



NATIONAL BUSINESS EDUCATION ACCREDITATION COUNCIL

[www.nbeac.org.pk](http://www.nbeac.org.pk)

A stylized map of Pakistan composed of a network of blue dots connected by thin lines, representing a digital or interconnected network.

**BUSINESS EDUCATION IN A TIME OF CHANGE:  
TOWARDS A NEW NORMAL FOR  
BUSINESS SCHOOLS IN PAKISTAN**



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**DEANS &  
DIRECTORS**

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**CONFERENCE 2021**

06<sup>th</sup>-07<sup>th</sup> APRIL, 2021 | ONLINE - ZOOM

# Introduction

Recent years have seen many changes in the environment for business education. The world of work is changing dramatically under the influence of digital technology, raising questions about the appropriate scope and content of business education in the future. The technology involved in the delivery of education is also changing at a rapid pace, raising questions about ideal models for teaching and learning. Finally, the sudden onset of a global pandemic forced higher education to go online for the most part of 2020; will this continue and, if so, with what consequences? In this year's fully online Deans and Directors Conference, we consider the implications of these changes for business education policy, practice and pedagogy through a set of carefully designed panels featuring local and international speakers. The Conference will also feature two special roundtable sessions for Deans and Directors.

## Sponsorship Packages for 8th DDC 2021

**PLATINUM**

Sponsorship

**PKR: 500,000**



1. Display of organization name and logo on NBEAC website, Social Media platforms, in the pre-conference campaign and during conference sessions.



2. Promotional video to be displayed on Social Media Platforms as a Platinum Sponsor.



3. Organization showcase video of up to 1.5 minutes during session breaks.



4. Five complimentary registrations (to be done online).



5. Announcement of organization name as Platinum Sponsor in the vote of thanks

## GOLD

Sponsorship

PKR: 300,000



1. Display of organization name and logo on NBEAC website, Social Media platforms, in the pre-conference campaign and during conference sessions.



2. Promotional video to be displayed on Social Media Platforms as a Gold Sponsor.



3. Organization showcase video of up to 1 minute during session breaks.



4. Three complimentary registrations (to be done online).



5. Announcement of organization name as Gold Sponsor in the vote of thanks.

## SILVER

Sponsorship

PKR: 200,000



1. Display of organization name and logo on NBEAC website, Social Media platforms, in the pre-conference campaign and during conference sessions.



2. Promotional video to be displayed on Social Media Platforms as a Silver Sponsor.



3. One complimentary registration (to be done online).



4. Announcement of organization name as Silver Sponsor in the vote of thanks.

**Contact Us:**

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