

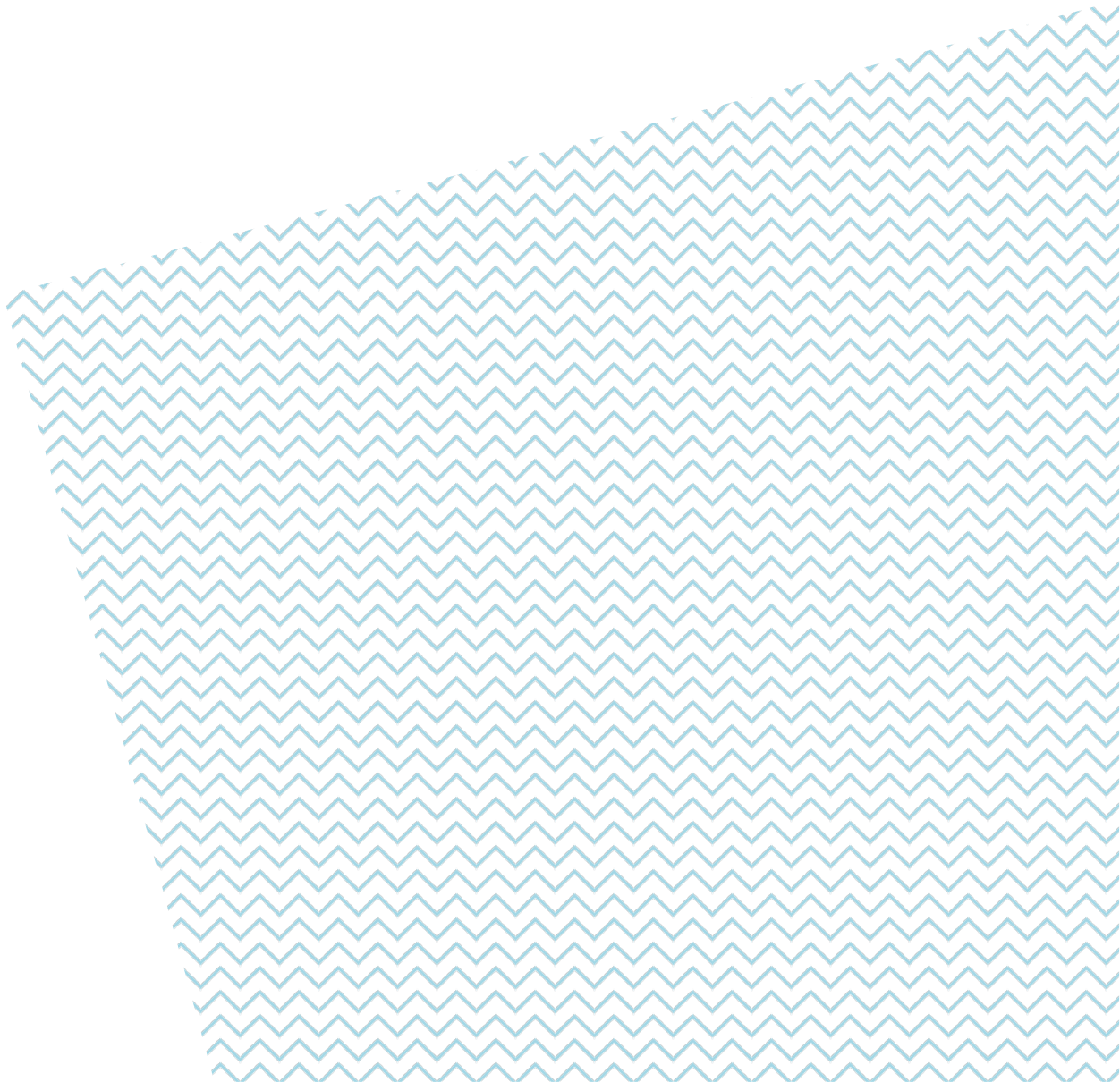


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# **LH Martin Institute WebFest**

Sponsorship Prospectus

Thursday 1 October – Thursday 29 October 2020



# Table of Contents

- History ..... 3
- Conference Themes..... 3
- By the Sector, for the Sector ..... 3
- Key Details ..... 4
- Attendee Demographics..... 4
- Why sponsor? ..... 4
- Standard Packages..... 5
- Custom Inclusions ..... 5
- In-kind sponsorship..... 5
- Past Sponsors..... 6
- Contact Details..... 7

## History

Since 2015 the LH Martin Institute has facilitated annual Service Improvement and Innovation Conferences, guided by a Steering Committee of leaders from within the sector. These have built on earlier service improvement conferences at the University of South Australia in 2012 and the University of Newcastle in 2013.

From 2020, the Service Improvement and Innovation in Tertiary Education Conference will become the LH Martin Institute Conference. By changing the name, we aim to further encompass all aspects of innovation and the collaborative efforts we hope to nurture between industry, government and education providers and to allow us to explore and engage with current and pressing ideas around higher education.

In response to the COVID-19 situation, the 2020 conference has been cancelled. To keep the conversation going, we will be presenting a series of webinars throughout October with a highly interactive format and speakers from within and outside the sector. The LH Martin Institute WebFest will provide insights into innovative activities which can be taken up more broadly.

## Conference Themes

Delivered through five webinars in October, the conference will explore the main theme of **Crisis, responsibility and opportunity: Educational leadership during major change**. Within this theme, five areas will be explored:

- The many faces of education: challenges, opportunities and the future
- Course delivery: lessons for the future
- The importance of leadership: new thinking and strategies for an education sector in flux
- Supporting Scholarship and Learning at the organisational and sector level
- Business not as usual: Education business models for a disrupted sector

## By the Sector, for the Sector

The WebFest topics and presenters are curated by a Steering Committee of leaders and senior managers from the higher education sector. The Committee's experience in change management and innovation inform their Conference and WebFest leadership.

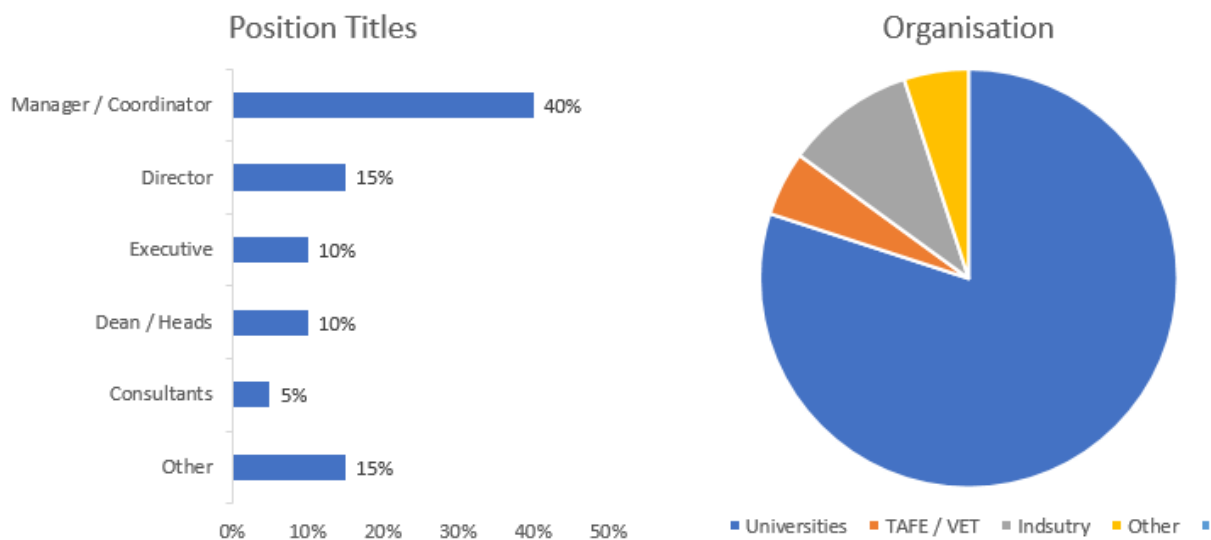
The steering committee members are:

- **Dr Arnaldo Barone**, Senior Lecturer, LH Martin Institute, University of Melbourne (chair)
- **Ms Janet Beard**, Senior Honorary, Fellow LH Martin Institute, University of Melbourne
- **Mrs Suzanne Crew**, Strategy Management Specialist, University of New England
- **Professor Leo Goedegebuure**, Professorial Fellow, Melbourne Centre for the Study of Higher Education, University of Melbourne
- **Professor William Locke**, Director, Melbourne Centre for the Study of Higher Education
- **Ms Natalie MacDonald**, Vice-President (Development), La Trobe University
- **Mr Luke Williams**, Associate Director, Digital Experience, Australian Catholic University

## Key Details

Every Thursday in October at various times.

## Attendee Demographics



## Why sponsor?

The LH Martin Institute Conference offers unique exposure to academic and professional staff representing multiple faculties, graduate schools and administrative departments.

Participating as a sponsor at the 2020 Web Fest can take you straight to your target market within the tertiary education sector.

The Web Fest can provide your organisation with:

- Maximum exposure at a premier conference with senior representation from most Australian universities
- A cost-effective way to reinforce your organisation's brand and strengthen brand awareness amongst a key client group
- Time to present latest innovations and new products or services to an appropriate audience, and to showcase your expertise and capabilities
- Marketing opportunities including visibility on the conference website and before, between and after sessions.

Our sponsorship model allows you to capture delegates' attention in a variety of ways, depending on the specific needs of your business.

## Standard Packages

	<b>GOLD</b>	<b>SILVER</b>
	\$2,000 2 available	\$1,000 3 Available
Logo on the website, AV Display	✓	✓
Special recognition announcement	✓	✓
Plenary address to conference delegates	✓	
Conference Registration to all sessions	✓ (2 tickets)	✓ (2 tickets)
Sponsee to send dedicated sponsor promotional EDM(s)	✓	
Custom Inclusions (see below)	✓	

Prices exclude GST

## Custom Inclusions

Custom inclusions can be arranged and can be tailored to suit your organisations' strategic needs, subject to additional cost. Inclusions to consider:

- Pre- or post-conference event (online workshop, networking or social activity)
- Extra marketing (including pre- or post-conference communications)
- Extra web fest registrations

Please see the contacts page to discuss this package.

## In-kind sponsorship

We encourage sponsors to provide items for door prizes, for example personal electronics, vouchers, season tickets to events, dinners, et cetera.

Financial sponsorship can be negotiated to include in-kind donations to receive a discounted rate for standard packages or custom inclusions.

**Past Sponsors**

CURIO

 **Siteimprove**

 **Microsoft**

 **pilbara**group

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## Contact Details

**Mr Myron Yovannidis | Program Officer**

LH Martin Institute | Melbourne Centre for the Study of Higher Education | Melbourne Graduate School of Education  
Level 1, Elisabeth Murdoch Building, Spencer Road, Parkville  
The University of Melbourne, Victoria 3010 Australia

**T: +61 3 8344 2116 E: [myron.yovannidis@unimelb.edu.au](mailto:myron.yovannidis@unimelb.edu.au)**