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# Careers in Asia 2019

## Sponsorship and Exhibition Prospectus

Saturday, 22 June 2019

IET London: Savoy Place

## Welcome

We are delighted to welcome you to Careers in Asia 2019, hosted by jobs.ac.uk. Our inaugural event will take place at the Institution of Engineering and Technology's prestigious London home, with a full and exciting programme of university led presentations, networking opportunities and career workshops.

Since 2012, the collaboration between jobs.ac.uk and the Asian higher education sector has grown considerably. Throughout this period, the team at jobs.ac.uk observed a significant increase in the volume of international recruitment advertising enquiries received from universities in Asia.

Following an in-depth consultation with institutions in the sector, we have developed our understanding of the prevailing, international recruitment challenges these institutions face.

In response to these challenges we have launched Careers in Asia 2019, a dedicated careers event for experienced researchers and academics, seeking an international career in higher education. The event will bring together a selection of prestigious Asian universities, to promote the career opportunities and benefits of working in the Asian higher education sector, to a UK based audience.

With hundreds of delegates set to attend Careers in Asia 2019, we have developed a suite of sponsorship and exhibition packages to provide institutions, like yours, with an opportunity to reach and engage with our audience.

I hope that you find the information enclosed helpful. Please don't hesitate to get in touch if you would like discuss your package and exposure at the event in more detail.

Kind regards,

Yunlong Zhao  
International Business Development Manager  
*jobs.ac.uk*



## Event Synopsis

New for 2019, Careers in Asia will provide your institution with a robust channel to meet hundreds of early career researchers and experienced academics, with an interest in the career opportunities available at Asian universities.

Our congregation will be formed from a wide-range of delegates, however a significant proportion will be UK based Asian academics and researchers, with an interest in higher education and scientific research opportunities in Asia. Other delegates will share these interests, and will be made up from recent PhD graduates and academics from a wide-range of nationalities, based at leading universities.

Exhibiting will instil the perfect opportunity for you to showcase your employer brand and promote your university to our engaged audience of prospective employees, in a prestigious London venue.

The sponsorship and exhibition packages have been developed to optimise your institutions' exposure to our audience, while the exhibition area has been designed to facilitate and encourage networking between delegates and exhibitors.

Exhibitors will also have the opportunity to deliver a presentation to delegates, to promote their institution and the benefits of joining, while career workshops will amplify the event in our 381m<sup>2</sup> space.

Careers in Asia will be concluded with a drinks reception, sponsored by jobs.ac.uk, to provide our exhibitors with a chance to network before returning home.



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## Host and Venue Details

### IET London: Savoy Place

Since 1909, Savoy Place has been the London home of The Institute of Engineering and Technology (IET), one of the largest international engineering institutions, with more than 168,000 members worldwide.

Located in the heart of London, this historic building offers stunning views over the River Thames, while boasting excellent transport links across the capital. Following a £30 million refurbishment, this stunning venue offers a selection of inspiring event spaces, equipped with cutting edge technology.

### About jobs.ac.uk

As the foremost global job board for careers in research, science and academia, jobs.ac.uk offers a selection of products and services to help you access, attract, and engage with a large audience of bright, talented candidates.

Launched in 1998 by the University of Warwick, jobs.ac.uk attracts 8 million website users each year, who account for more than 70 million job views<sup>2</sup>. Today, jobs.ac.uk advertises vacancies for more than 1,950 organisations in the higher education sector, including 207 Asian universities<sup>3</sup>.

### Visit London

With a history extending back over thousands of years, London is the political, economic and cultural capital of Britain. An incredibly well connected city, London is home to five international airports and the high-speed Eurostar rail connection, providing direct links to more than 300 international destinations.

As a truly cosmopolitan city, visitors can experience a wealth of different cultures throughout the capital and engage in a wide-range of activities, from sampling London's 6,000 restaurants through to visiting world-famous attractions and shopping centres.

With more than 40 higher education institutions based in the capital, London is the ideal destination for Careers in Asia 2019.

<sup>2</sup>Google Analytics 2017

<sup>3</sup>jobs.ac.uk data (1 August 2016 - 31 July 2018)

## Exhibitor and Sponsor Benefits

### Targeted Audience

Meet a wide-range of early career researchers, experienced academics and related professionals who are seeking more information on the career opportunities available at Asian universities

### Face-to-Face Recruitment

Engage in conversation with delegates to discuss their career interests, promote your organisation and assess candidates' suitability for your vacancies

### Save Time

Generate a fast and accurate impression of a high number of candidates by speaking to them directly at the event, instead of screening CVs and arranging several interviews

### Informal Interviews

Utilise the breakout space available at the venue to have one-to-one conversations with delegates, and find out more about their background and professional experience

### Customer Service

Our dedicated team will discuss your requirements, recommend a suitable package and support your attendance at this event from start to finish

### Build Relationships

Meet prospective employees and exchange contact details to grow your CV database and build relationships to support your international recruitment activity

### Networking Opportunities

Network with delegates and exhibitors alike to learn more about recruitment initiatives at other institutions and best practice within the sector, to enhance your employment tactics

### Employer Brand

Showcase your employer brand and raise awareness of the career opportunities and current vacancies on offer at your institution to an audience of prospective employees, before, during and after the event

# Maximising the Benefits of Internationalisation: Research Insights for Strategic Planning

Careers in Asia 2019 begins by welcoming you with an academic forum on 21 June 2019 at Scarman Meeting and Conference Centre, the University of Warwick. This forum will be an excellent opportunity to share ideas and solutions to meet the challenges Asian universities face in internationalisation. The forum will be led by Professor Helen Spencer-Oatey and Dr Daniel Dauber, esteemed academics from the University of Warwick.

## Programme

### 09:30 – 10:45 Plenary Presentation:

- The role and importance of internationalisation for higher education institutions throughout the world
- The trajectory of growth in internationalisation beyond compositional characteristics
- Research insights into the perceptions of home and international students into their 'global education' experiences

### 10:45 – 11:15 Break

### 11:15 – 12:30 Workshop:

An exploration of the goals, challenges and strategic planning for internationalisation for Asian universities

### 12:30 – 14:00 Lunch:

A three course lunch at The Courtyard, Scarman Meeting and Conference Centre, with a welcome note from a senior management officer from the University of Warwick

## The Academic Forum Leaders



### Professor Helen Spencer-Oatey

Helen Spencer-Oatey is a Professor in the Centre for Applied Linguistics at the University of Warwick. She has lived and worked in Asia for more than 10 years and travels regularly to Asia, particularly China. Her primary research interests are intercultural adaptation, the internationalisation of higher education and intercultural interaction/pragmatics. She's published articles in top journals and well-known books that have been re-published in China, (e.g. Intercultural Interaction, with Peter Franklin).



### Dr Daniel Dauber

Dr Daniel Dauber is an Associate Professor in the Centre for Applied Linguistics at the University of Warwick. His major research interests include organisational culture and change, as well as understanding individual behaviour in intercultural contexts from a multi-disciplinary perspective. He is currently analysing the student and staff experiences of 16 internationalising universities in Europe, using the Global Education Profiler (GEP), a tool he co-developed with Professor Helen Spencer-Oatey.



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## Careers in Asia 2019: Event Programme

Start	End	Speaker/Topic
08:00	09:15	Exhibition setup
09:15	09:30	Exhibitor briefing
10:00	-	Exhibition opens
10:30	10:50	Nanjing Agricultural University
10:50	11:10	ShanghaiTech University
11:10	11:30	Break
11:30	12:00	Workshop
12:00	12:15	Break
12:15	12:45	Zhejiang University
12:45	13:15	Gold
13:15	13:30	Break
13:30	14:00	Workshop
14:00	14:15	Break
14:15	14:35	Sun Yat-sen University
14:35	14:55	BNU-HKBU United International College
14:55	15:10	Break
14:55	-	Drinks reception opens
15:10	15:30	Shanghai University
16:00	-	Drinks reception and exhibition close
16:00	18:00	Exhibition pack down
18:00	-	Venue close

### Gold

Zhejiang University



### Silver

Sun Yat-sen University



ShanghaiTech University



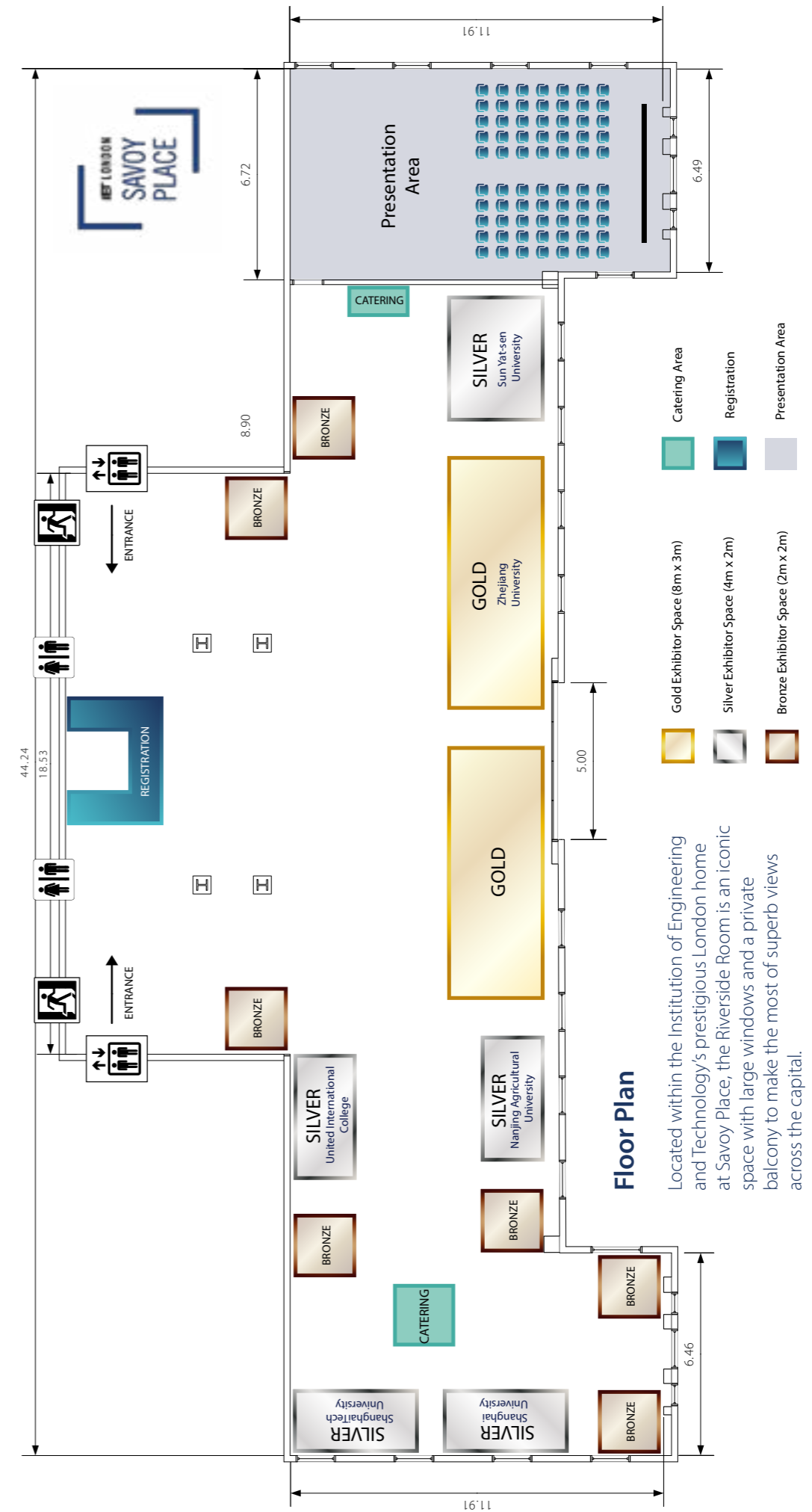
Nanjing Agricultural University



BNU-HKBU United International College



Shanghai University



# Exhibitor Packages



## Gold Package

- 8m x 3m exhibition space
- 2 x 180cm tables with fitted, black table cloth
- 6 x exhibitor chairs
- 6 x full exhibitor registration places
- Lunch and refreshments for 6
- 6 x invitations to the drinks reception
- Listed as a headline sponsor in the event programme with your logo and 100 word description
- Listed as a headline sponsor on the event website with your logo and 100 word description
- 30 minute presentation slot, at a peak time
- Delegate flyer and / or promotional item in the delegate bag
- Full page advert in the event programme
- Post event email campaign to all opted-in delegates
- Your Logo on all pre-event delegate email campaigns and publicity communications
- Your Logo on the holding slide, between exhibitor presentations

**£15,000**  
+ VAT



## Silver Package

- 4m x 2m exhibition space
- 180cm table with fitted, black table cloth
- 4 x exhibitor chairs
- 4 x full exhibitor registration places
- 4 x invitations to the drinks reception
- Lunch and refreshments for 4
- Listed as a partner in the event programme with your logo and 100 word description
- Listed as an associate on the event website with your logo and 100 word description
- 20 minute presentation slot
- Half page advert in the event programme

**£10,000**  
+ VAT



## Bronze Package

- 2m x 2m exhibition space
- 120cm table with fitted, black table cloth
- 2 x exhibitor chairs
- 2 x full exhibitor registration places
- Lunch and refreshments for 2
- 2 x invitations to the drinks reception
- Listed as an associate in the event programme with your logo and 100 word description
- Listed as an associate on the event website with your logo and 100 word description

**£7,000**  
+ VAT

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## Sponsorship Opportunities

### Lanyard Sponsor

- Your logo will be included in a prominent position on our event lanyards, which will be worn by all delegates and exhibitors on the day
- Listed on the event website and in the event programme as the lanyard sponsor

**£2,000**  
+ VAT

### Pen and Note Pad Sponsor

- Your logo will be included on a pen and notepad given to all attendees on arrival
- Benefit from being linked to all of the notes our delegates take at the event
- Listed on the event website and in the event programme as the pen and note pad sponsor

**£3,000**  
+ VAT

### Water Bottle Sponsor

- Your logo will appear on the water bottle received by all delegates on arrival
- Our reusable water bottles are an ideal way to ensure your designated travels home with delegates
- Listed on the event website and in the event programme as the water bottle sponsor

**£3,000**  
+ VAT

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### Sales Enquiries

Yunlong Zhao  
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### Head Office

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The University of Warwick  
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Westwood Business Park  
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### Event Venue

IET London: Savoy Place  
2 Savoy Place  
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