Partnership opportunities for global thought leaders

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The publication of the THE World University Rankings and their related regional and specialist spin-off publications are among the most eagerly anticipated events across the global higher education calendar. Our events always attract millions of digital readers and widespread media coverage.

Our Rankings are trusted by governments, university leaders, faculty and students alike. We publish the only tables that use global university performance indicators to examine institutions across all of their core missions: teaching, research, knowledge transfer and international outlook. Our exciting academic Summit series brings together thought leaders at the highest levels of global higher education and research. As a result, our summits are the perfect places to host the official global ranking launches and prestigious data masterclasses.

About
Times Higher Education

THE has been at the heart of higher education for over 40 years. Our expertise means that we have a solid reputation for helping UK universities find the information and candidates they need.

Our website, www.timeshighereducation.com, is a world-leading destination for the higher education community. With a dedicated global readership, we are trusted to bring the very best in news, commentary, analysis, reviews and job vacancies. Plus, our journalism is award-winning so you know you’re getting the best and most up-to-date information around.

In recent years, we have been:

• Named Weekly Business Magazine of the Year by the Professional Publishers Association, which described THE as “an unbelievable good-looking magazine, with exceptional content”
• Awarded Business Media Brand of the Year, with the PPA describing THE as a brand that had “gone global, with an extended reach that includes digital, social media and campaigning… truly brave cross-platform publishing”
• Won awards across all of the key categories in the CIPR Education Journalism Awards including, in 2014, the awards for Outstanding Higher Education Journalism and Outstanding Online Education Commentary
About
THE World Summit Series

Our global gathering brings together outstanding thought leaders to learn, network and share their knowledge and experiences.

The THE World Academic Summit and its spin-offs gather together pre-eminent global thought leaders across higher education, research, industry and government. The aim is to share best practice and innovation and so develop and lead world class universities.

Overall summit statistics

- Universities: 65%
- Higher Education Associations: 11%
- Government: 13%
- Corporate: 11%
- Countries represented: 72
- Senior level audience: 72%

www.timeshighereducation.com/summits
The World Academic Summit took place at Nanyang Technological University in October 2013. Bringing together world leaders from universities, government and industry, the Summit explored the role that world-class universities play in fuelling knowledge and development.

Sessions at the Summit included:
- Research collaborations across national borders
- Fostering inter-cultural understanding in a globalised world
- Sharing and benchmarking best practice in research
- Commercialising ideas and ensuring real-world impact of academic activity
- Bringing together the best ideas from industry and academia
- Nurturing top talent for an uncertain future

Examples of speakers:
- Baroness Virginia Bottomley
- Sir Keith O’Nions, President and Rector of Imperial College London
- Lim Chuan Poh, Chairman of Singapore’s Agency for Science, Technology and Research
- Robin Grimes, the Chief Scientific Advisor to the UK Foreign and Commonwealth Office
- Liqui Meng, Senior Vice-President at the Technical University of Munich
- Arnoud De Meyer, President of the Singapore Management University

Forthcoming THE World Academic Summits
2015 – The University of Melbourne, Australia
2016 – The University of California, Berkeley, United States
THE BRICS & Emerging Economies Universities Summit

This prestigious event was hosted in partnership with the Russian government’s Project 5-100, an ambitious development programme that aims to catapult five of the nation’s universities into the world top 100 by 2020. Global leaders gathered to discuss plans to develop world-class universities as catalysts for economic growth in emerging economies. Issues under the spotlight included government support for leading national institutions and how to ensure and measure the effectiveness of business investment.

Example of speakers:
• Alexander Povalko, Deputy Minister of Education and Science, Russian Federation
• Professor Philip Altbach, Director, Center for International Higher Education, Boston College
• Professor Li Xiaohong, President, Wuhan University, China
• Professor C. Raj Kumar, Vice-Chancellor, O. P. Jindal Global University, India
• Professor Carlos Alexandre Netto, President, UFRGS, Brazil
• Professor Ihron Rensburg, Vice-Chancellor, University of Johannesburg, South Africa

THE BRICS & Emerging Economies Universities Summit statistics

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<th>Sector representation</th>
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<tr>
<td>Universities</td>
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<td>Higher Education Associations</td>
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<td>Government</td>
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<td>Corporate</td>
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<tr>
<td>Delegates</td>
<td>184</td>
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<tr>
<td>Senior level audience</td>
<td>69%</td>
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<tr>
<td>Countries represented</td>
<td>21</td>
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</tbody>
</table>

Overall summit statistics
21 Countries represented
69% Senior level audience

Forthcoming THE BRICS & Emerging Economies Universities Summits
2015 – Jindal University
The inaugural Times Higher Education MENA Universities Summit was held in Doha in February 2015. Hosted in partnership with Qatar University, this global event was dedicated to academic leaders within and beyond the MENA region, inviting them to consult on adding the MENA University Rankings to the THE Rankings portfolio. The new Rankings were, shaped by metrics that would meet the region’s specific challenges. The Summit also featured sessions on university leadership, international research collaboration, industry-university collaboration and teaching excellence.

Example of speakers:
- Dr Jamil Salmi, Global Tertiary Education expert – former World Bank Tertiary Education
- Dr Jean-Lou Chameau, President, King Abdullah University of Science and Technology
- Mr Abdulla Saleh Al Raisi, CEO, Commercial Bank of Qatar
- Prof Dr Sultan Abu-Orabi, Secretary General, Association of Arab Universities (AArU), Jordan
- Prof Alice Gast, President, Imperial College London, UK
- Dr. Driss Ouauicha, President of AlAkhawayn University

THE MENA Universities Summit statistics

- Sector representation
  - Universities: 70%
  - Higher Education Associations: 8%
  - Government: 9%
  - Corporate: 13%
  - Delegates: 222
  - Senior level audience: 58%
  - Countries represented: 28

Overall summit statistics
- 28 Countries represented
- 58% Senior level audience

Forthcoming THE MENA Universities Summits
2016 – The United Arab Emirates University, Al Ain, UAE
Because we invest in the future of universities, the second Times Higher Education 100 Under 50 Universities Summit was held in Dublin in April. Hosted in partnership with Dublin City University, this two-day event was dedicated to the academic leadership of higher education institutions under 50 years of age. The Summit considered how young universities can compete in a fast-paced and highly competitive global market. As well as providing excellent networking opportunities, the Summit also addressed a number of key industry issues, including the funding and leadership challenges faced by newer universities, niche research strategy and the pursuit of excellence and brand distinctiveness. The event encouraged debate over how young universities can foster an environment that promotes entrepreneurship, innovation and social engagement and considered how to establish world-class universities without centuries of history and tradition.

Examples of speakers:
- Lord Puttnam
- Patrick Aebischer, President, École polytechnique fédérale de Lausanne (EPFL)
- Julian Beer, Pro-Vice-Chancellor - Research, Enterprise and Business Engagement, Birmingham City University
- Andrew George, Deputy Vice Chancellor, Brunel University
- David Lloyd, Vice Chancellor, University of South Australia
- Luc Soete, Rector, Maastricht University
- Judith Stepan-Norris, Vice Provost for Academic Planning, University of California, Irvine

Sector representation

- Universities 80%
- Higher Education Associations 2%
- Government 5%
- Corporate 13%
- Delegates 105
- Senior level audience 76%
- Countries represented 52

Overall summit statistics

Forthcoming THE Young Universities Summits
2016 – Pompeu Fabra University, Barcelona, Spain
THE Africa Universities Summit

The Summit brings together outstanding global thought leaders from industry, government, higher education and research. Our focus is sharing ideas and applications from across the world, to ensure universities’ success in building a shared global legacy. The event offers unparalleled opportunities to network, share experiences and set the agenda for the future of Africa’s higher education and research.

Examples of speakers:
• Thabo Mbeki, Former President, South Africa
• Admasu Tsegaye, President, Addis Ababa University
• Cheryl de la Rey, Vice-Chancellor and Principal, University of Pretoria, and Vice Chair, Talloires Network
• Albert van Jaarsveld, Vice-Chancellor and Principal, University of KwaZulu-Natal
• Mulwa Felix Mbithi, Vice-Chancellor, University of Nairobi
• Gbemisola Oke, Deputy Vice-Chancellor: Academic, Ibadan University
• Peter Katjavivi, Speaker of Parliament, Namibia

THE Africa Universities Summit statistics

Sector representation
- Universities: 72%
- Higher Education Associations: 14%
- Government: 8%
- Corporate: 6%
- Delegates: 145
- Senior level audience: 70%
- Countries represented: 23

Overall summit statistics
- 23 Countries represented
- 70% Senior level audience

Forthcoming THE Africa Universities Summits
2016 – to be announced

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The 21st century is looking bright for Asia and the continent’s universities will be at the heart of this exciting journey. As Allan E. Goodman, President of the Institute of International Education, puts it “governments in Asia see internationalisation of their colleges and universities as a means to capitalise on rapid globalisation and remain competitive in the global marketplace. Their progress in these regards will define Asia’s future involvement with the world and possibly redefine the way the world engages in higher education.”

With our established Asia University Rankings and Asia University Summit, we are proud to help bring together sector leaders, share best practice, benchmark performance and facilitate this extraordinary world-changing transformation.

**Forthcoming THE Asia Universities Summits**

2016 – HKUST

In today’s global academy, reputation is the currency. Research has shown that institutional standing is the top consideration for academics when moving jobs. It is also vital for the formation of international collaborations and is essential in persuading philanthropists to give or industrial partners to invest. Reputation is also fundamental to student decision-making. A university’s good name is the prime consideration, ranking well above tuition fees and even course content, for international students when choosing study destinations.

The THE World Reputation Summit will feature the launch of the prestigious THE World Reputation Rankings, the world’s only annual global university brand audit. The event also brings together leading sector professionals to ensure that top universities stay on top of their game when it comes to growing and sustaining a global brand.

**Forthcoming THE World Reputation Summit**

2016 – to be announced
THE Latin America Universities Summit

The THE’s rich global Rankings data is expanding into Latin America to create a bespoke THE Latin American Ranking. The aim is to allow more universities in the region to benchmark their performance and progress against the world’s very best universities, using our trusted global standards as markers of success.

The inaugural THE Latin American Universities Summit will form the basis for new Rankings. The Summit will source information on what thought leaders across the continent determine to be the key priorities for their universities. Beyond Rankings, experts from universities, industry and policy will come together to share best practice on developing a culture of excellence in teaching, research and knowledge transfer.

Forthcoming THE Latin America Universities Summits
2016 – to be announced

Testimonials

“..."The Summit provided a fantastic new opportunity and experience for vibrant interactions between senior academics, Government leaders and senior executives from industry. The environment was especially conducive for development of further bilateral and multilateral exchanges between new partners.”

Professor Bertil Andersson
President of Nanyang Technological University, Singapore
(2013 THE WAS partner)

“We could not have asked, or hoped for, a more engaged or forward-thinking team to partner with. The immediate benefits of return on our investment as a co-sponsor have been highly impressive in terms of influence, impact and reach.”

Professor Wendy Purcell
Vice – chancellor and President of Plymouth University
(2014 THE YUS partner)

“Thank you. It truly was a memorable experience to attend the first THE Africa summit. Great networking opportunities were afforded and taken advantage of.”

Dr Shahed Nalla (PhD)
Vice-Dean, Faculty of Health Sciences and Senior Lecturer
University of Johannesburg

“I felt very much included and enjoyed every moment of it.”

Ernst Gerber
Operations Director. The Mandela Rhodes Foundation
Marketing design collateral

Print design
- Editorial including gate folds
- Invitations
- Flyer including forms
- Stage banners
- Street banners
- Foyer banners
- Lecturn boards
- Stand banners
- Large format prints
- Tabloid adverts
- Lanyards
- Window and building vinyls
- Delegate name badges
- Note pads
- Letters
- Bags

Digital design
- MPUs
- Static banners
- Desktop and mobile emails
- Email signatures
- Website
- Mobile app
- PowerPoint presentations
- Social media including; Facebook and Twitter
# Marketing value plan

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<th>Month 7</th>
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<td>Editorial coverage across THE network</td>
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<td>External PR coverage and press releases</td>
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<td>Two full page and six half page ads in THE magazine</td>
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<td>Two million page impressions and 666,000 unique user views across THE online</td>
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<td>Targeted email campaigns</td>
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<td>Paid for media, targeted to Summit region</td>
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<td>Access to over 50 Higher Education associations</td>
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