



## Chartered Institute of Educational Assessors

### National Assessment Conference 16/17 July 2010

#### From Policy into Practice

The Chartered Institute of Educational Assessors (CIEA) is pleased to invite you to be a part of the CIEA National Assessment Conference on Friday 16th & Saturday 17th July 2010 at [Mary Ward House, London, WC1H 9SN](#).

The CIEAs National Assessment Conference is in its 4th year and will be one of the first national education platforms following the General Election.

The event aims to attract over 200 delegates, each day, from across education, especially those with responsibility for and an active role in educational assessment in schools, colleges, the workplace as well as the external assessment community including educational policymakers, senior managers, head teachers, heads of departments, examiners, local authority managers, assessment advisers and education consultants.

The two day conference has been themed around its title – Policy into Practice, with day one looking closely at recent and emerging government education policies. The event will be chaired by Lord Stewart Sutherland and we are pleased to welcome support from key education figures including Sue Hackman, Chief Education Advisor at the DCSF and Sir Tim Brighouse.

The second day will focus on how government policy is being delivered in the classroom and the workplace. We have invited practitioners to run workshops and share their experiences across primary (APP/AfL), Secondary (AfL/ APP/Diplomas) and tertiary (Diplomas). This will enable delegates to discuss current issues and take practical learning back to their places of learning.

#### Marketing Opportunities

We are happy to extend to you the opportunity to market your organisation through various packages, including, sponsorship, exhibition and advertising. With an expected attendance of up to 400 delegates, the conference will provide opportunities to increase the profile of your organisation and network face-to-face with delegates.

#### Exhibiting at the Conference

Exhibition space is limited so book now to avoid disappointment!

We are offering 3m by 2m exhibition space in the conference refreshments area which delegates will have the opportunity to visit during refreshment breaks and lunches.

You will also be entitled to:

- Two free conference passes
- Refreshments and lunches
- Half page advertisement in the conference delegate brochure
- Editorial space (100 words) in conference delegate brochure
- Table and two chairs
- Access to electrical supply
- Full access to main conference and seminars
- Access to delegate list at conference



Note: This is not a shell scheme exhibition

Cost: £1,000 + vat



## Delegate bags

Each delegate will receive a delegate bag on arrival including all conference information. We would like to offer you the opportunity sponsor the delegate bag entitling you to:

- Two free conference passes
- Refreshments and lunches
- Logo, hyperlink and 50 word company profile on conference microsite
- Dual branding with the CIEA and company logo.
- Free insert into the delegate bag
- Company name and logo included in the conference brochure
- Company logo presented on sponsor slide during breaks at the conference

Cost: £1,000 + vat

## Supplementing the Delegates Pack

At registration, each delegate will receive a full delegate pack with information relating to the conference and the CIEA. We are offering you a direct marketing opportunity to place an A4 supplement within the pack, helping to raise the profile of your organisation.

Up to six handouts.

Cost: £400 + vat

## Advertising in the Conference Brochure

A conference brochure will be provided to all delegates attending the conference. Advertising in the brochure is an ideal way to get your organisation's name and message in front of 400 potential new business contacts.

Cost:

Half A4 Page £395.00 + vat

Full A4 Page £700.00 + vat

For further details please email [Richard Yeatman](mailto:Richard.Yeatman@ciea.org.uk)

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