

# Sponsorship Proposal

## 2020



**Flexible Learning  
Association  
of New Zealand**



**F O C U S O N  
F L E X I B L E  
L E A R N I N G**

**A P R I L 2 2 - 2 3 , W E L L I N G T O N , N Z**

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## Introduction

In April 2020, Wellington welcomes you as we host the national, biennial FLANZ conference.

We invite you to become involved as we gather to share ideas and showcase recent innovations and developments in teaching and learning.

We thank you for your time as you read and consider our proposal.

## FLANZ (Flexible Learning Association of New Zealand)

### Who are we?

FLANZ is committed to making ako accessible for all. What makes us unique is our focus on understanding and improving the ways technologies are used to provide effective education when teachers and learners are separated by space or time, such as occurs in distance, online and blended learning, in open and flexible education settings. We have expertise across a wide spectrum of educational activities, and we apply this expertise to advocate for the field, support members, and provide advice when requested.

### Strategic initiatives

The organisation's vision is enacted through four strategic initiatives:

- 1 To challenge and advance current thinking and practice about education
- 2 To make significant contribution to research and practice
- 3 To build and maintain a vibrant community within New Zealand
- 4 To connect with national and international agencies and professional bodies.

## Conference Delegates

Although the conference is overseen by FLANZ and a registration discount is available to members, conference registration is open to educators from all aspects of learning both within New Zealand and internationally. We do encourage you if you are not already a member to take advantage of the registration plus membership option.



# Conference Theme

## Focus on Flexible Learning

Flanz chose the conference theme “Focus on Flexible Learning” to bring attention to the big questions facing the future of flexible learning and to the presentation of innovative future focussed solutions

Sub themes for the conference include

- Flexible futures

In the sub theme “Flexible Futures” we encourage presenters to explore the challenges of forging connectivity, looking closely at issues and solutions around access, equity and ubiquity of learning.

Here, we encourage ideas that challenge fallacies related to flexible learning and assessment and move beyond questioning its actuality to embrace its extraordinary potential.

We want to see beyond the present horizons and understand how new technologies such as Augmented Reality and the use of predictive data can enhance student success and enrich learning experiences.

- Flexible technologies and models

In the sub-theme “Flexible technologies and models” we turn our attention to matters of curriculum, pedagogies and practice that have the power to disrupt conventional methodologies when augmented by new technologies and new thinking.

We are interested in how technology supports change and how technology enables greater stakeholder agency and challenges notions of public/private spheres, including glocal approaches to wicked education issues.

- Flexible pathways

The third sub-theme “Flexible Pathways” is about transitions and the challenges of bridging those transitions for learners: transitions within learning pathways, across sectors, and between sectors,

## Conference Aim

We aim to provide a forum in which we can explore the fast, constantly moving environment of modern teaching and learning.

The conference showcases practice and theory in the broad field of open, flexible, distance, blended and mobile learning. We will explore how digital technologies are changing and how emerging tools can be harnessed for learning. We will look at where to next? What can we expect from those at the cutting edge in their fields? We will celebrate and share stories from colleagues and use these to help us become better educators and mentors.

We will explore the then, the now and the what next and how we can best bring it to education using the different mediums that we have available.



# Wellington

Famous for a vibrant creative culture, fuelled by great food, wine, craft beer, coffee and events, Wellington is a cosmopolitan city with a vibrant personality.

The weather in Wellington in April is Autumn. Temperatures vary from 11-17dC. Dress with layers and something warmer for the evenings. Wellington's reputation as 'Windy Wellington' is well earned, so come prepared.

Wellington city has a population of 216,3000 people. The city accounts for 4.4% of New Zealand's overall population. It is the capital city of New Zealand and located at the base of the North Island.

Home to many museums, galleries, theatres, festivals and events, Wellington is also a leading centre for creative industries and is the home of the New Zealand Stock Exchange (NZX). The city is situated alongside Wellington Harbour and surrounded by natural beauty including Zealandia, an award-winning eco-attraction just minutes from the central business district.

Wellington has great road and rail links and also houses an international airport.

## The Venues

### Meet and greet

We are working on finding the perfect venue for us to meet. If you are in Wellington on Monday 21 around 5.30, please put a space in your diary to come and say hi.

### Victoria University - Kelburn Campus

FLANZ 2020 will be held on Victoria University's Kelburne Campus. The campus is located a short ten minute drive from the city centre or you can take advantage of our registration package and ride the cable car to the venue. Tickets for this can be purchased during your registration process.

The cable car will be located within a ten minute walk from suggested conference accommodation with a short five minute walk when you get off at the half way mark.

Clear instructions will be sent to you prior to FLANZ 2020 on how to get to the correct rooms.



# The Venues

## Dinner

The conference dinner will be held on Tuesday 22 April at The Harbourside Function Centre. It is a venue created from what was an historic Wellington wharf warehouse. The former 'Shed 22' and now Macs Brew Bar is been transformed to an amazing venue space featuring stunning waterside views and an outdoor deck to enjoy the views.

Macs is within walking distance from the suggested accommodation and the city centre.

Come prepared for a great night out in some fantastic company



# Keynote Speakers



## **Professor Gráinne Conole**—Independent Consultant

Gráinne Conole is a professor and independent consultant. Before this she was Head of the Open Education Unit within the National Institute for Digital Learning at Dublin City University. Before this she was a consultant and visiting professor at Dublin City University. She has worked at the Universities of Bath Spa, Bristol, Leicester, the Open University UK and Southampton. Her research interests are on the use of technologies for learning, including Open Educational Resources (OER) and Massive Open Online Courses (MOOCs), new approaches to designing for learning, e-pedagogies, and social media. She has an HEA National Teaching Fellowship and fellow of EDEN and ASCILITE. She has published and presented over 1000 talks, workshops and articles. In terms of Masters and PhD supervision and external examinations (both national and international): (14 as internal examiner, 56 as external examiner, 16 as supervisor). She has been external examiner for the Technology and Learning Masters course at Trinity College Dublin (2013 -2017), PGCE course at the University of Southampton (Current), a Masters course in Educational Technology in Ulster (now complete), the Networked Learning masters at Lancaster University (now complete), the masters in e-learning at Plymouth University (now complete), an e-learning Masters at Dublin City University (now complete) and the masters in e-learning at the Dublin Institute of Technology (now complete). She is active on social media and blogs at <http://e4innovation.com> and is @gconole on Twitter. See <http://e4innovation.co.uk> for more details.



## **Paul Prinsloo** —Research Professor in Open and Distance Learning, College of Economic and Management Sciences, University of South Africa

Paul Prinsloo is a Research Professor in Open and Distance Learning (ODL) in the Department of Business Management, in the College of Economic and Management Sciences, University of South Africa (Unisa). Since 2015, he is also a Visiting Professor at the Carl von Ossietzky University of Oldenburg, Germany. In 2019, the National Research Foundation (NRF) in South Africa awarded Paul with a B3 rating confirming his considerable international reputation for the high quality and impact of his research outputs. He is also a Fellow of the European Distance and E-Learning Network (EDEN) and serves on several editorial boards. His academic background includes fields as diverse as theology, art history, business management, online learning, and religious studies. Paul is an internationally recognised speaker, scholar and researcher and has published numerous articles in the fields of teaching and learning, student success in distance education contexts, learning analytics, and curriculum development. His current research focuses on the collection, analysis and use of student data in learning analytics, graduate supervision and digital identity.



# Keynote Speakers



**Stephen Downes** —Digital Technologies Research Centre at the National Research Council of Canada

Stephen Downes works with the Digital Technologies Research Centre at the National Research Council of Canada specializing in new instructional media and personal learning technology. He is one of the originators of the first Massive Open Online Course, has published frequently about online and networked learning, has authored learning management and content syndication software, and is the author of the widely read e-learning newsletter OLDaily. Through a thirty year career Downes has contributed pioneering work in the fields of online learning games, learning objects and metadata, podcasting, open educational resources. Today he is developing gRSShopper, a personal learning environment, offering a course on new e-learning technologies, and supporting research and development in the use of distributed ledger technology in learning applications. He is a popular keynote speaker and has spoken in three dozen countries on six continents.

## MC



**Greg Ward** —Professional MC

Greg Ward is the most prominent business MC in the New Zealand conference and events market and is fast gaining recognition within Australia. Greg's approach is professional, well-prepared and engaging, commanding audience attention with sincerity and humour as appropriate to the occasion.



# Sponsorship Options

We have identified the following sponsorship opportunities. Should one of these not appeal then please contact us to talk through different options.

**Millennium Sponsor**                      **\$15,000**

**Chiliad Sponsor**                         **\$10,000**

**Keynote Sponsors**                    **\$7,500**

**Coffee Sponsorship**                    **\$7,000**

**Centenary Sponsors**                 **\$5,000**

**Decenary Sponsor**                      **\$2,500**

**Exhibitor Stands**                        **\$1,500**

Sponsors are critical to the success of our conference. We would like to thank you for taking the time to read and consider this proposal.

Should you wish to talk further about the opportunities described above then please contact:

Nicky Vallender

[nicky@eventit.co.nz](mailto:nicky@eventit.co.nz)

+64 21 033 5605



# Sponsorship Options

<b>Partnership Packages</b>	<b>Cost (+ GST)</b>
Millennium Sponsorship	\$15,000
Chilliad Sponsorship	\$10,000
Keynote Sponsorship	\$ 7,500
Coffee Sponsorship	\$ 7,000
Centenary Sponsorship	\$ 5,000
Decennary Sponsorship	\$ 2,500
Exhibitor stands	\$ 1,500

## **Other Sponsorship Packages**

We are available to talk through other options you may wish to consider



## Millennium Sponsorship \$15,000

This would entitle the sponsor to....

- Having event naming rights
- Have their name and logo on all conference materials as 'in association with'
- Have a teardrop alongside the registration desk
- Two complimentary conference registrations
- Large logo on all conference slides
- Two tickets to the conference dinner
- First choice of exhibitor tables
- Full page advertisement in the electronic conference proceedings
- Opportunity to put advertising material in the electronic conference bags
- A mention by the MC at the opening and closing ceremony and at the dinner.

## Chiliad Sponsor \$10,000

This would entitle the sponsor to....

- Have a teardrop alongside the registration desk
- Two conference registrations
- Two tickets to the icebreaker and the conference dinner
- Large logo on all conference slides
- Second choice of exhibitor tables
- Full page advertisement in the electronic conference proceedings
- Opportunity to put advertising material in the electronic conference bags
- A mention by the MC at the opening and closing ceremony and at the dinner.

## Key Note Sponsors \$7,500

A Keynote sponsor will receive the following...

- Have their name and logo in all material both print and web relating to their speaker
- One ticket to the conference dinner
- One conference registration
- Opportunity to introduce their speaker
- Logo on all conference slides
- Half page advertisement in the electronic conference proceedings
- Opportunity to put advertising material in the electronic conference bags
- A mention by the MC at the opening and closing ceremony and at the dinner.

## Centenary Sponsor \$5,000

This would entitle the sponsor to...

- One ticket to the conference dinner
- One conference registration
- Logo on all conference slides
- Quarter page advertisement in the electronic conference proceedings
- Opportunity to put advertising material in the electronic conference bags
- A mention by the MC at the opening and closing ceremony and at the dinner.



## Coffee Sponsorship \$7,000

This would entitle the sponsor to

- Quarter page advertisement in the electronic conference proceedings
- Coffee cards (supplied by FLANZ) with the sponsors logo on them.
- A teardrop flag/pull up alongside the coffee stand.

*This will allow delegates two barista coffees per day. For each cup they will need to present the coffee card.*

## Exhibitor Stand \$1,500

This would entitle the sponsor to

- One exhibitor stand
- Refreshments and lunch

## Decenary Sponsorship \$2,500

This would entitle the sponsor to

- An exhibitor table
- A quarter page add in the conference proceedings
- Opportunity to put advertising material in the conference bags
- A mention by the MC at the opening and closing ceremony and at the dinner.
- One conference registration and opportunity to purchase dinner tickets

## Conference Organising Committee

Ralph Springett, FLANZ President

Lynne Brice, Open Polytechnic

Kwongnui Sim, Victoria University of Wellington

Simon Atkinson, Open Polytechnic

Sarah Hoyte, Victoria University of Wellington

Kartik Nagarajan, Victoria University of Wellington

Nhung Nguyen, Open Polytechnic

Nathaniel Louwrens, Open Polytechnic

Nicky Vallender, Event Organiser