



Melbourne EdTech Week

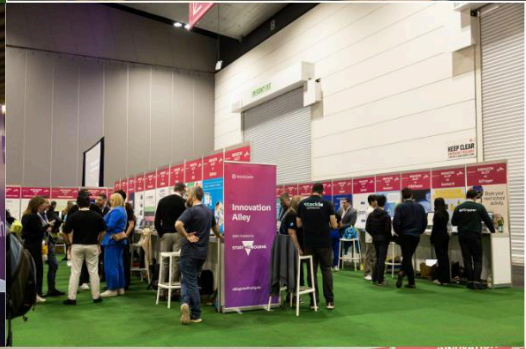
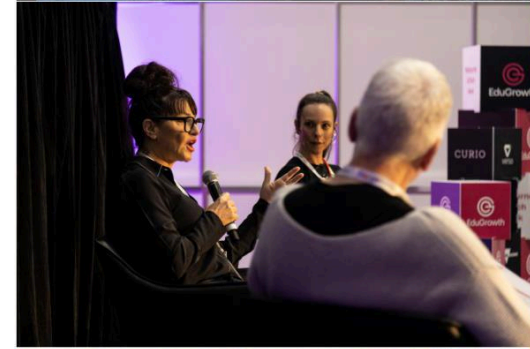
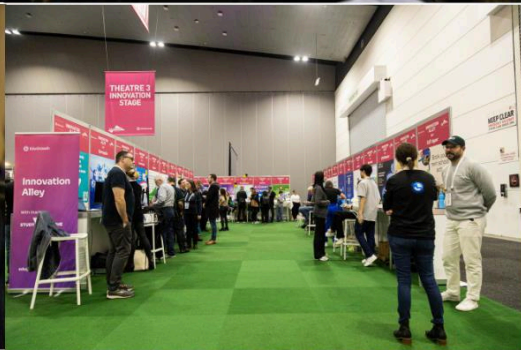
Education at Scale
Technology Driving Education Innovation

Melbourne EdTech Summit
and
Innovation Alley @ EduTECH
13 - 16 August 2024

May 2024

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Melbourne EdTech Week

EduGrowth founded the Melbourne EdTech Summit with the vision of creating a platform for education providers, industry participants and EdTech entrepreneurs to connect and explore how technology shapes education.

Four years on and we now host a four-day program integrated with our Innovation Alley at EduTECH called Melbourne EdTech Week.

Throughout the week we will discuss, debate and articulate a vision for how technology will work hand in hand with educators to drive innovation. The first two days will bring together thought leaders from across all education sectors in a plenary program.

It will be followed by a deep-dive for entrepreneurs into how to build successful education products, with the finale being the Innovation Precinct at EduTECH – Australia's largest EdTech expo.

Join us as a Strategic Partner

EduGrowth's Strategic Partners engage with all our work and become integral components of our ecosystem. All innovation requires committed partners.

We seek industry leaders that are willing to provide more than just financial support. Our Strategic Partners engage with the EdTech and Innovation ecosystem as thought leaders, co-designers and problem solvers.

We seek to work with a select group of Australia's leading education sector industry participants.



Audience Profile

Melbourne EdTech Summit provides the opportunity to connect with leaders from schools, universities, training providers, education technology companies, and key stakeholders in the sector at all levels.

The plenary program offers the chance to forge real relationships with the exclusive audience, limited to 300 attendees, over two days of provocative and deep conversation. While the summit connects into our global audience, including thousands of delegates joining us from around the world.

The Entrepreneur Masterclasses will bring together EdTech Founders from across the country to hear from experienced sector leaders and investors.

The closing two days on Innovation Alley at EduTECH conference showcases you to an audience of over 10,000 educators in search of innovation they can implement for their own learners.

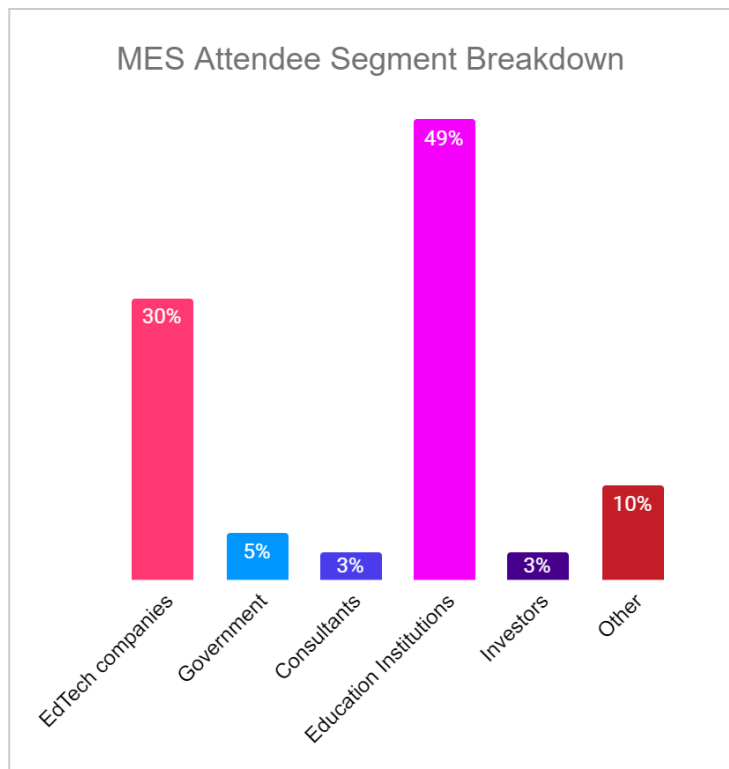
Our audience includes:

Education leaders – Schools, Universities, VET Providers, Private Providers

EdTech leaders – Founders, CEOs, C-Suite Executives

Industry Participants – Government, Consultants, Technology Executives

International Delegates – EdTech Leaders, University Leaders





Program Themes

We work closely with our Summit Partners to craft a program to build a strong narrative of the big issues in education now and into the future.

The 2024 Melbourne EdTech Week theme is:

Education at Scale:

Technology driving education innovation

The Reinvented Learning Experience

EdTech is at the cutting edge of what is possible on the learning journey, with the experience of learners reinventing itself year by year. The acceleration of change propelled from COVID and AI leaves many of the norms of learning forever changed.

Asking questions like:

- As technology transforms the way we learn how does the sector transform to meet the new expectations placed on learning institutions and solutions?
- How can education lead technology as opposed to playing catch-up?

Empowering Learning

EdTech innovation harnessed to empower educators and learners alike is fundamental to realising the learning journey the sector aspires to. The Utopia where innovative technologies like AI work for the educator and the learner is closer than we think.

Asking questions like:

- How can we ensure AI empowers the educator without burdening them?
- Where are the gaps in the learning journey and how can technology fill it?

Leaders of Innovation

As a sector we are committed to realising the potential of education and empowering all learners along their journey. There is a shared responsibility of leaders in the sector to collaborate and enable the innovation required for the future.

Asking questions like:

- How can we lead the sector in building the learning journey?
- How can we improve the experience of educators through new technologies?

Quality at Scale

Online delivery models open up the world to scaled quality education. Bespoke EdTech solutions offer unique solutions for each learner and institution while reaching more users than ever before.

Asking questions like:

- Education at scale shouldn't mean one size-fits-all solutions, is specially designed solutions possible at scale?
- How do we support the rollout of en-masse solutions in the ever changing landscape of new technologies?





Melbourne EdTech Week proposed schedule

Day 1	Tuesday, 13 August	Innovation Precinct @ EduTECH
Day 2	Wednesday, 14 August	

Innovation Precinct @ EduTECH

The Melbourne EdTech Week begins in the dynamic space of the largest EdTech trade show in the southern hemisphere – EduTECH.

EduGrowth's Innovation Precinct includes:

Innovation Stage

A 2-day program of true education thought leadership right there on the trade floor attracting 1,000s of delegates in highly engaged conversations.

Innovation Alley

50 EdTech Startups showcasing their solution within the dedicated Innovation Alley giving them a presence unrivalled at any trade show anywhere in the world. These scrappy Startups, developing real innovation, will sit comfortably, and maybe outshine the global brands spread across the vast trade floor.

Innovation Pitch

A multi-day, multi-stage pitch competition that culminates in the winner heading into a global pathway to showcase their innovation.





Day 3	Wednesday, 15 August	Melbourne EdTech Summit
Day 4	Thursday, 16 August	

Melbourne EdTech Summit

The post-secondary program is for an audience of leaders from the higher education, VET, skills and workforce development sectors.

The program will be simulcast to an online audience from across Australia and the region.

We expect up to 300 people in the conference venue, and 1,000s online consisting of leading academics, researchers, professional staff and industry stakeholders sharing their expertise to advance our broader thinking in this important area.

Networking: Melbourne EdTech Summit Opening Drinks

The Summit will close with an informal gathering where attendees will have the chance to mingle, share industry best practices, discuss trends, opportunities and challenges over drinks.





Principal Partner - \$30,000 + GST

- Co-branding of Melbourne EdTech Week at EduTECH
- Opportunity for a representative to deliver opening remarks on one day of the program.
- Input on program design including at least one plenary session featuring your representative.
- Co-branding the Melbourne EdTech Summit alongside EduGrowth and other Partners.
- Acknowledgement of the Strategic Partnership:
 - Signage in the Melbourne EdTech Summit conference space including the Melbourne EdTech Summit at EduTECH.
 - Promotion of our Partnership across all EduGrowth web assets.
 - Announcement of your company as an EduGrowth Strategic Partner across all EduGrowth channels.
 - Inclusion of your logo on all marketing collateral created and used for this program.
 - Acknowledgement of your sponsorship opening and closing session of each day.
- 10 tickets for the full conference program including satellite events.



Summit Partner – \$15,000 + GST

- Co-branding of plenary program content for a day of the summit.
- Co-design of 120 minutes of plenary program content including:
 - Consulting with EduGrowth to develop the topic.
 - Recommending speakers and moderators.
 - A pre-roll video highlighting your company.

Please note: EduGrowth will have final approval on all program content.

- Nominate an MC for the relevant session.
- Post-event assets including:
 - Post-event recap prepared in consultation with Summit Partners on EduGrowth website.
 - Co-branded videos of each session of the plenary program.
 - Social media assets to share with your channels.
- Co-branding the Melbourne EdTech Summit alongside EduGrowth and other Partners.
- Acknowledgement of the Strategic Partnership:
 - Signage in the Melbourne EdTech Summit conference space including the Melbourne EdTech Summit at EduTECH.
 - Promotion of our Partnership across all EduGrowth web assets.
 - Announcement of your company as an EduGrowth Strategic Partner across all EduGrowth channels.
 - Inclusion of your logo on all marketing collateral created and used for this program.
 - Acknowledgement of your sponsorship opening and closing session of each day.



Networking Partner - \$15,000 + GST

- Co-branding of Opening Night Networking Drinks.
- Opportunity for a representative to deliver remarks at the beginning of the networking sessions.
- Input on program design including at least one plenary session featuring your representative.
- Co-branding the Melbourne EdTech Summit alongside EduGrowth and other Partners.
- Acknowledgement of the Strategic Partnership:
 - Signage in the Melbourne EdTech Summit conference space including the Melbourne EdTech Summit at EduTECH.
 - Promotion of our Partnership across all EduGrowth web assets.
 - Announcement of your company as an EduGrowth Strategic Partner across all EduGrowth channels.
 - Inclusion of your logo on all marketing collateral created and used for this program.
 - Acknowledgement of your sponsorship opening and closing session of each day.



Streaming Partner - \$7,500 + GST

- Co-branding of Melbourne EdTech Week at EduTECH
- Acknowledgement of the Strategic Partnership:
 - As our streaming partner across all communications
 - Promotion of our Partnership across all EduGrowth web assets.
 - Announcement of your company as an EduGrowth Strategic Partner across all EduGrowth channels.
 - Inclusion of your logo on all marketing collateral created and used for this program.
 - Acknowledgement of your sponsorship opening and closing session of each day.
- 3 x Complimentary tickets to Melbourne EdTech Summit
- 35% discount code for your partners to attend Melbourne EdTech Summit



Case Study Partner – \$7,500 + GST

- Co-design of one plenary session featuring your representative and a champion educator invited by your company.
- Edited Video of the session that can be shared with your audience after the event.
- Summary article on the EduGrowth website prepared in collaboration with your team. The article will be shared on the following communications channels after the event:
 - An EduGrowth Post-Event email
 - LinkedIn
- Acknowledgement of the Partnership:
 - Your logo will appear on the EduGrowth website alongside any information regarding your session
- 3 x Complimentary tickets to Melbourne EdTech Summit
- 35% discount code for your partners to attend Melbourne EdTech Summit

Speaker Partner – \$15,000 + GST

- Sponsor an exceptional sector thought leader in a Keynote session at the Melbourne EdTech Summit and/or Innovation Stage at EduTECH
- Co-branding in designated session with keynote speaker
- Facilitator role for the session
- Acknowledgement of Partnership:
 - Your logo will appear on the EduGrowth website alongside any information regarding your session
- 3 x Complimentary tickets to Melbourne EdTech Summit
- 35% discount code for your partners to attend Melbourne EdTech Summit



EduGrowth Overview

EduGrowth is Australia's education technology and innovation industry hub. Through connection and collaboration we accelerate Australia's EdTech ecosystem globally.

We are connecting a community of educators, education providers, industry participants and edtech entrepreneurs committed to reimagining learning in the digital age. As education transitions to borderless digital delivery, our diverse ecosystem will impact the future of learning globally from Australia.

Our programs focus on developing the entire education technology and innovation sector. We have a range of services supporting EdTech companies at each stage of their journey, whilst also connecting education providers and industry participants into the broader ecosystem

Our Partners

