Open Education Global 2024

We invite you to join us at OEGlobal 2024, where we'll meet with delegates from around the world to discuss their open solutions to the challenges they face in education.

Open Education is a critical component of facilitating a world where everyone, everywhere, has access to the high-quality education and training they desire. It is seen as an essential, shared, and collaborative social good.

OEGlobal Conference (OEGlobal) is an annual international gathering of open education innovators. At the centre of the conference is the celebration of advances and innovations in open education. Passionate open education practitioners, policy builders, advocates, researchers, students, and decision-makers share practices, network, and initiate collaborations, showcase technology, strengthen the global community, and build our collective knowledges to inform work practices.

The 2024 Open Education Global Conference will be held this year in Brisbane, Queensland, Australia, from November 13th to 15th, 2024, at the critically acclaimed Brisbane Convention & Exhibition Centre (BCEC).

Sponsors and Exhibitors at OEGlobal 2024 have a unique opportunity to promote their education-focused brand to many influential sector professionals and decision-makers.

To discuss the exhibition packages and sponsorship opportunities, please contact our sponsor liaisons at conference2024@oeglobal.org.
Encapsulating the notion that openness is not only the purview of librarians, education designers, and faculty but rather includes staff from across the entire institution and into the broader community. It encompasses the entire education sector, the GLAM (Gallery, Libraries, Archives, & Museums) sector, policymakers, citizen science groups, and more. All have a role to play in creating a society where free and open access to knowledge is practised, normalised, and valued.
Hosted by

Open Education Global (OEGlobal), the University of Southern Queensland, Queensland University of Technology, and the State Library of Queensland will organise the annual Open Education Global conference in 2024.

“There were many spinoff values from the conference which became clear to us as we met people from all over the world who spoke highly of the both conference and the City of Edmonton. The people we talked to either arrived in advance of the conference to sightsee or they intended to stay on after the conference to explore the city and the province.

As a national fundraising consulting company based in Calgary, with offices coast to coast in Canada, we were pleased with the potential business contacts we made. We connected with prospective clients from many places, including Scandinavia, Australia, South Africa, Idaho, California and across Canada.”

— Corrie Fortner, Vice President Prairies & Territories, OEGlobal 2023 sponsor: Global Philanthropic Canada
Why Open Education

Open education maximises access and participation by ensuring that education is inclusive, equitable, adaptable, and supportive of life-long learning for all people across the globe. It encourages collaboration and allows teachers and learners, both inside and outside of the classroom, to use, create, and modify resources that enable every learner to reach their full human potential.

**Open Education is Socially Just**
Open education leads with antiracist, decolonized, inclusive, representative, and equitable perspectives so that every learner is heard, respected, and included. Open education is free of language, cultural, geographic, racial, and gender/identity barriers.

**Open Education is Inclusive**
Resources, pedagogical practices, and technologies are used to create accessible, affordable, and adaptable learning resources and approaches that can be customised and localised. Open education is inclusive of language and culture.

**Open Education Is A Public Good**
Open education is a shared public good. The public has access to it and can use it to serve the public good. Open education contributes to the UN Sustainable Development Goals, particularly goal number four which aims to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all people.

**Open Education is Accessible, Affordable, and Adaptable**
Open education offers equal access to learning, both online and offline, in digital or physical form, in rural and urban areas, regardless of abilities, consistent with the principles of Universal Design for Learning. All learners can access open education resources at low-cost to no-cost. Open education resources can be translated, localised, improved, kept current, and personalised for each teacher and each learner.
Open Education is Collaborative, Facilitated by Community and Stewards
Teachers, learners, and open education stewards work together to create, facilitate, and encourage open education, including open educational resources, open practices, and open pedagogies.

Open Education is Impactful
Open education maximises education participation globally. The community measures impact, shares experiences, and promotes research supporting open education’s effectiveness and benefits. Open education is designed to sustain itself and persist by inspiring a culture of sharing, continuous improvement, and value co-creation.

Read more in the OE Global Strategic Vision: Open for Public Good.
The conference was formalised under OEGlobal stewardship in 2008.

Since 2014, the conference has attracted over 3,189 registered open practitioners representing up to 46 countries at each event. Since its inception, the conference has attracted more than 5,000 open practitioners to the annual event.

We expect the 2024 conference to beat the record numbers from the 2023 conference. OEGlobal23 was co-hosted by NorQuest College in Edmonton, Canada, with 417 registered in-person attendees from 29 globally distributed countries.

The conference positively impacts the development and support of open education globally. At the same time, it has a significant impact on the hosting city's economy. For example, the total economic impact of the OEGlobal 2023 conference on the city of Edmonton, Canada, was C$ 854,130 or US$ 627,246.
Key takeaways from 2023

3 days (+ 1 pre-conference social event)

- 418 delegates
  - 72% were first-time attendees
  - 13% were students
  - 44% were OEGlobal members
  - 29 countries represented
- 195 attending presenters
- 233 proposed talks submitted
- 187 sessions scheduled, including
  - 43 livestream sessions
  - 16 partners and sponsors

View the delegate feedback in the extensive report for OEGlobal 2023.

“I met so many participants from all over the world. All of the people were very open to sharing their experiences of their successes and failures with open learning material. The conference has cemented our belief in open educational resources. I hope we can keep in touch with everyone and see what we can achieve together.”

— Grasple, OEGlobal Milan Sponsor
Audience

We are expecting to welcome a minimum of 350 guests to OEGlobal 2024. Attendees represent the following roles:

- Academics and Faculty
- Acquisitions Staff
- Archivists
- Arts and Culture Practitioners
- Curators
- Data Specialists
- Department Heads
- Digital Learning Leads
- Digital Literacy Specialists
- Diversity and Inclusion Specialists
- eContent Managers
- Education strategists
- Librarians
- Education Technologists
- Cultural Heritage Professionals
- GLAM specialists
- Publishers
- Researchers
- Tertiary policymakers
- Wikipedians, Creative Commonists, Open Data specialists.

Who attended OEGlobal 2023

Source: OEGlobal 2023 Conference Survey
Marketing reach

OEGlobal boasts a proudly diverse community regularly accessed through over 10,000 email subscriptions and 1,762 engaged users of its OEGlobal Connect community forum. OEGlobal’s other flagship programs, OEWEEK and Open Education Awards for Excellence and its regional hubs OELATAM, CCCOER and OEGlobal Francophone ensure that these numbers are always growing.

The OEGlobal Conference is extensively marketed through electronic and social media to ensure maximum exposure for your organisation, including:

**Pre-event engagement**
A comprehensive community engagement strategy is planned to ensure that the community is fully engaged, even if they cannot make the event in person.

**OEGlobal Connect**
The community forum OEGlobal Connect has a specific section that is dedicated to Sponsors of the event (view the one for 2023). This enables every sponsor to extend its reach beyond the event itself to the 1,760+ global community members.

**Press Engagement**
The globally syndicated press release for OEGlobal 2023, which highlighted the conference sponsors, was reprinted in 296 online news platforms across the US and Candada.

**Email to a passionate audience**
With 10,655 current subscribers (45.8% in the 35-54 age range and 42% female) receive bi-monthly newsletters that include regular updates as OEGlobal 2024 nears.

**Social Media**
OEGlobals' network is strongly connected through social media and the 96,800+ supporters that follow us on Facebook, LinkedIn, X, Instagram, and Mastodon. The cohesive OEGlobal24 campaign will include sponsor information and links, similar to the sponsors' campaign in 2023 (example on LinkedIn).
“The OE Global Conference represented an invaluable opportunity for Edmonton to showcase itself as a hub for open education, sustainability, and Indigenous ways of knowing, being and doing. By attracting delegates from across the globe, it served as a platform for meaningful discussions, exploration, and advancement of these crucial ideals.”
### Sponsor & Exhibitor Benefits

**Visibility and exposure**
- Acknowledgement as a conference supporter in opening remarks
- Logo placement in conference materials on:
  - Digital program
  - All event collateral
  - OEGlobal24 website
  - Projected on-screens during the event
  - Event day signage

**Direct promotion of your product**
- A promotional stand at the conference
- Scheduled talks:
  - A lightning talk spot to discuss your education work or product
- Connect with the conference attendees
- Tickets to the conference
- Opportunities to network with keynote speakers, presenters and attendees during the event

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**OEGlobal Connect: Continual Online Engagement**

Each sponsor receives a dedicated page to engage with a growing global community of 1,760+ members, education professionals, support specialists, and technologists – many of whom cannot make it to Brisbane.

**Benefits of OEGlobal Connect are:**
- A high-profile Sponsors Section (view the 2023 and 2021 Sponsor Zones)
- A dedicated page that is managed by your staff where you can monitor activity and engage with members of the community (view this example from 2023 Sponsor Pressbooks and 2022 Kwantlen Polytechnic University)
- Real-time analytics for page views and engagements
- Engaging with education professionals beyond the physical conference
Sponsor Packages

Gold Sponsor

- Top level sponsorship for Open Education Global 2024 Conference
- Company name/logo included in all references to Open Education Global 2024 Conference as Gold Sponsor
  - Includes website, digital marketing, event program, and Open Education Global Member communications
- One (1) 20 minute presentation opportunity during the conference
  - Opportunity to play video during presentation
    - Video will also be made available on OE Global 2024 Conference website
- Four (4) conference delegate registrations
- Social Media posts through OE Global 2024 Conference promoting sponsorship
- Logo rotation as “Gold Sponsor” throughout conference and via digital screens at Brisbane Convention Centre
- Prominent sponsor area and signage at conference venue. Three (3) tables 1.8m length x 0.9 wide, with power
- A dedicated page on OEG Connect to engage with the OEGlobal audience beyond the event

Investment
$15,000 (AUD)

Two (2) Opportunities for Gold Sponsorship

Kindly note that all dollar amounts listed are in Australian currency.
Sponsor Packages

Silver Sponsor

- Company name/logo included in all references to Open Education Global 2024 Conference as Silver Sponsor
  - Includes website, digital marketing, event program, and Open Education Global Member communications
- One (1) 10 minute presentation opportunity during the conference
- Two (2) conference delegate registrations
- Social Media posts through OE Global 2024 Conference promoting sponsorship
- Logo rotation as “Silver Sponsor” throughout conference and via digital screens at Brisbane Convention Centre
- Prominent sponsor area and signage at conference venue. Three (3) tables 1.8m length x 0.9 wide, with power.
- A dedicated page on OEG Connect to engage with the OEGlobal audience beyond the event

Investment
$10,000 (AUD)

Four (4) Opportunities for Silver Sponsorship

Kindly note that all dollar amounts listed are in Australian currency.
Sponsor Packages

Bronze Sponsor

- Company name/logo included in all references to Open Education Global 2024 Conference as Bronze Sponsor
  - Includes website, digital marketing, event program, and Open Education Global Member communications
- Sponsor Table and Signage at conference venue
- Social Media posts through OE Global 2024 Conference promoting sponsorship
- Logo rotation as “Bronze Sponsor” throughout conference and via digital screens at Brisbane Convention Centre
- One (1) conference delegate registration
- A dedicated page on OEG Connect to engage with the OEGlobal audience beyond the event

Investment
$5,000 (AUD)

Six (6) Opportunities for Bronze Sponsorship

Kindly note that all dollar amounts listed are in Australian currency.
“The choice to become a sponsor of the conference was predicated on how closely our organization’s values align with the concept of open education, sustainability, and Indigenous ways of knowing. The importance of furthering this global agenda in Edmonton is paramount to not only evolving the access to quality education here at home, but to be regarded as an active participant on the global stage where connecting, sharing, and collaboration truly moves the needle on social good everywhere.

“In addition to the many benefits the conference provided to the open education agenda, [OEGlobal and] NorQuest’s efforts to attract practitioners, policy builders, advocates, researchers, students, and decision-makers from across the globe was exemplary. With record-breaking attendance, they have helped put Edmonton on the global stage with a unique segment that will pay tourism dividends for years to come.”

— Michael Hladun, OEGlobal 2023 sponsor, Senior Vice President, Go Auto, and Vice Chairman, Thrive Charter School Society
Thank You For Your Consideration

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*If you would like to become a sponsor, please email Carmel, Sarah or conference2024@oeglobal.org.*