GLOBAL DIGITALWEEK

Partnership brochure 2019

Connecting the dots between students, education, and employment through interactive events

GLOBAL DIGITAL WEEK
Inspire | Create | Educate

www.GlobalDigitalWeek.com
John@GlobalDigitalWeek.com

Thank you to all those we worked with in 2018

Google Digital Garage

Hunan Normal University 1938

STVDIORVM VNIVERSITAS CARALITANA

wardhadaway lawfirm

The National Videogame Arcade

Ten10

LEGO

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LEEDS DIGITAL FESTIVAL 2018

INFINITY MANNHEIM E.V.

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MARKETING Cagliari

MODERN AFFLATUS

LION KING EDUCATION 1994 狮王教育 LION KING EDUCATION

Sepi

THE LEEDS INTERNATIONAL PIANO COMPETITION

CONFCOOPERATIVE Sardegna

"Global Digital Week is doing a great work. What they are doing will help define the future. **We are glad to see college students who majored in literature and art were inspired to study programing and robotics during the event** and we think this will certainly have a positive effect on our community"

Quan Zhou
Marketing Manager of Lion King Education, the official partner of Lego Education in China.

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About Global Digital Week

The model for tech events is broken and students suffer because of it.

Most tech and digital events are attended almost exclusively by **'techies'** - those already in the industry or have a strong desire to be. They can be **hostile** places for any newcomer, with heavy use of acronyms and a cliquey feel.

Global Digital Week is different.

Rather than trying to make students passionate about tech, we help students realise how tech relates to their passions.

As a **not-for-profit** organisation we do this through free, friendly, anti-acronym, **interactive events**. Our events are held in collaboration with **top universities**, global companies, and companies local to each of our university partners and aim to spark students' interest in tech. They focus on the practical applications of technology and often include team projects and hands-on learning which helps to contextualise the curriculum your students learn in their academic studies.

Our attendees - the **students** themselves - have a guiding hand in all our events through interactive polls indicating topic interest and by actively taking part to organise and staff the events. This gives them the practical experience required to go along with their learning and helps us make sure events are relevant to the students at your university.

We help students realise how exciting the **tech** industry is, how they will fit despite not being a self-proclaimed 'techy', and how their **skills** are transferable. We help students realise what doors could be open to them to improve their **employability** and happiness.

To date, we have worked with **46 partners** to deliver events to 1,192 attendees across 4 countries, achieving an economic impact of £1m. Events have been varied, from robot-assisted surgery in Changsha, China, to virtual reality art in Leeds, UK. We are one of the most **inclusive** tech events in the world with 51% female attendees (average for the tech industry is 17%) and 95% of our participants ranked our events as useful, interesting and would recommend them.

We welcome you to join us in making the next Global Digital Week on **4-10th November 2019** the biggest and best yet.

51%
of our 2018 attendees were women. The tech industry average is just 17%.

£1m
Global DIigtal Week's economic impact in 2018

95%
of our attendees rank our events as useful, interesting and would recommend them

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Our digital learning landscape

"**Millennials** lack confidence that they can succeed in an Industry 4.0 environment and are looking to **businesses to help** them **develop** necessary **skills**"

Deloitte
Millennials Survey,
2018

Digital skills are required in
ALL
jobs and job types
European Commission,
2017

97% of business leaders agree universities should expand opportunities for experiential learning

NorthEastern University, 2017

Only
52%
of employers believe university graduates have the skills required
Sutton Trust,
2017

44.8%
of students would like to get a job in the digital sector
University of Leeds,
2018

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Our digital learning landscape

39%
of millennials say a primary goal of businesses should be to Improve society e.g., to educate, inform, promote health and well-being

Deloitte Millenals Report, 2018

Millenials are already the largest labour force representing
HALF
the US and UK workforces
U.S. Bureau of Labor Statistics, 2017

81% of millennials and Gen Z share photos on social media of branded events they attend
Forbes, 2017

84%
of C-suite leadership believe that experiential events are the single most effective marketing channel

Bizzabo, 2019

48%
of businesses are looking to grow and develop their university ties in the future

CBI/PEARSON EDUCATION, 2018

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Global Digital Week 2018

1,192 attendees
98% students
91% undergraduates

Male attendees **49%**

51% Female attendees

17%

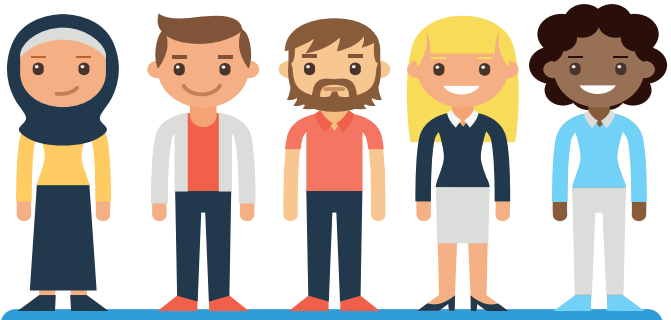
Industry average is just 17%

75,000 reach

£1m economic impact

6 languages

46 partners



>95% of our attendees ranked our events as useful, interesting and would recommend

4 countries
UK, Germany, Italy, China

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Festival week - November 2019

Building on the successes of 2018, Global Digital Week is expanding our event calendar for 2019 by introducing new event types and organising more events.

Events have been selected based on what worked best last year and on the number of requests via our student polls.

An outline of what you can expect to enjoy during Global Digital Week in November 2019 is in the table below.

	Monday 4th	Tuesday 5th	Wednesday 6th	Thursday 7th	Friday 8th	Saturday 9th	Sunday 10th
Afternoon	Opening Open/talk slot	Headshots & digital identity masterclass	Esports tournament: Local	Headshots & digital identity masterclass	Esports tournament: Nationals	Hackathon	Hackathon
	Hackathon	Open/talk slot Open/talk slot	Open/talk slot Open/talk slot	Open/talk slot Open/talk slot	Open offices	Esports tournament: International Finals	Digital Scavenger hunt
Evening	Debate	Faux pas night	Hackathon	Debate	Open/talk slot		Closing

The Global Digital Week awards ceremony will take place approximately six months after the festival week.

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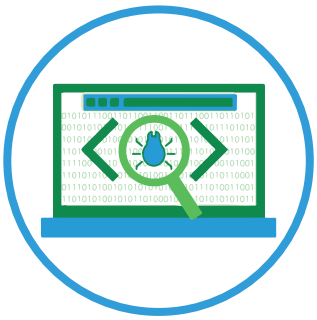
2019 Events descriptions

Opening
An opening ceremony consisting of speeches and the sharing of key information for the week ahead

Open slot
Open sessions to provide flexibility in the programme to offer events specific to a university or the geographic location. Examples could include talks, seminars, parent and company introductions, coding workshops or tech taster sessions allowing students to try equipment such as virtual reality headsets



Hackathon
Practical challenges and group projects for students to complete together. For example, solving a global problem using novel tech solutions, conceiving of and starting a business involving tech, or designing an integrated marketing campaign

Debate
A debate on some of tech's most important and/or controversial aspects from experts in the respective field. Examples include net neutrality, copyright, and online voting

Headshots and digital identity masterclass
A chance for students to get professional photos taken for their online profiles and/or CVs. Digital identity classes are are among the most sought after training by students. Our masterclasses will teach students how to stay safe online and how to use online tools like LinkedIn to improve their employability

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2019 Events descriptions

Faux pas night
An opportunity for professionals working in or with tech to share their mistakes with students highlighting how they overcame them to help humanise the industry

Esports tournament
A global, inter-university knock-out style esports competition to give students insight into the esports and tech industry and the opportunity to compete for pride, prizes, and a shot at being a global esports superstar

Open offices
An event that welcomes students into the offices of those working in or with tech to see what it is really like to work in tech and what specific job roles actually do day-to-day

Digital scavenger hunt
A race across the internet with clues hidden across participating partners' websites linking students to the next clue. First team to complete the puzzle wins a prize. Something a bit different to teach students how to find information quickly and highlight key information that could help students develop their skills

Closing
A closing ceremony consisting of speeches, the sharing of key information, and the handing out of prizes

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Sponsorship

As a Sponsor of Global Digital Week you get...

Branding

- Your branding on key participant communications; including tickets, banners, PR, emails and certificates
- Your branding on event and presentation holding slides
- Your branding on all post-event feedback surveys, inclusion on post-event write-ups
- A dedicated email profiling you and up to three employment/interneship/product/training opportunities to go out to every attendee in the lead up to the event
- Dedicated website page(s) for every event you run as part of Global Digital Week

Thought Leadership

- 5 x content assets to be hosted as an education resource on the Global Digital Week community platform
- 3 x 3-minute filmed short form video for Global Digital Week community platform and social media
- Opening ceremony speech and speech during awards ceremony (both can be in person or recorded)
- Award category dedicated in honour of your organisation
- Tailored event creation and marketing support
- Share best practice and educate students on the tools you use, helping ensure higher quality candidates
- Be seen as leading the way in improving society - in line with young people's key employer desires

Networking

- 10 x premier tickets to the Global Digital Week awards ceremony
- Opportunity to choose table guests from accepted delegates list
- Inclusion on the Global Digital Week community platform chats and roundtables
- Opportunity to directly engage with hundreds of students at top universities across the world

Exclusivity

- Significant partner-only discounts on Global Digital Week elearning courses
- One of only five sponsors of Global Digital Week

£25,000

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Customisable sponsorship

Item Description		Price (£)
Content piece (video)	shared on our social media/platform. Must meet our content guidelines. Co-production possible for a small additional fee. Great branding and thought-leadership opportunity	**25**
Content piece (written)	shared on our social media/platform. Must meet our content guidelines. Co-production possible for a small additional fee. Great branding and thought-leadership opportunity	**50**
Refreshments sponsor	help keep our attendees on top-form by being the official refreshments sponsor for a key event, such as our esports tournament. They will be forever grateful.	**250**
Goody bag inclusion	in our physical goody bags given out on campuses at our events across Global Digital Week 4-10th November 2019. Get your product or offer into the hands of students	**300**
Digital Goody bag inclusion	in our digital goody bag given out to **all** Global Digital Week attendees. Get your product or offer into the hearts, minds, and hands of students everywhere	**500**
Photography & digital identity	help students find fulfilling employment by sponsoring their professional headshots and CV/digital identity masterclasses. Branded photobooths, photos and classes	**750**
Travel sponsorship	provide a student the once-in-a-lifetime opportunity to compete for their country and/or accept an international award. Directly impact and engage; receive lifelong gratitude	**900**
Carbon offset (tree planting)	offset the carbon footprint of your event(s) by empowering people to plant trees across the world. Show you share students' values through both education **and** reforestation	**1000**

"John and the team were great to work with! Brilliant organisation and collaboration putting together our first event"

Ashton Wesley, Software Consultant, Ten10

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Elearning and Java training

Java is one of the most widely used computing languages in the world. It is **used extensively** for many purposes including web development, mobile applications, big data, artificial intelligence, and machine learning. Global Digital Week is proud to offer the chance to learn Java to augment workforce skills through our online e-learning platform and video training. **Our courses** are designed and **delivered by experts** with over 25 years experience teaching Java shared between them. Gloabal Digital Week's Java training is already enjoyed across **92 countries** - from Albania to Zimbabwe.

All videos **can be rewatched** over and over again and are available online for the duration of your subscription. This provides **flexibility** for learners to fit the courses around their other work.

Courses are organised into **clear paths** showing users the best route to develop their skills with particular targets in mind, be it becoming a better marketer with big data or the next Zuckerberg with web or app development. Our paths are further split into modules, each of which digs deeper into the subject matter than any other online training available, with **practical exercises** and time allocated for self-study. **Certificates** are provided upon course completion and can include your organisation's logo.

Training courses are comprised of both theoretical and practical activities that cover the following key course subjects:

- Core Java
- Spring Framework
- DevOps
- Other JVM Languages
- Data
- Enterprise Java
- Front End

90% of UK employees are willing to undergo training to develop their skills if training is offered by their employer
Forbes, 2015

Our courses are user-friendly and available for a wide variety of levels - **from complete beginners to advanced.** In a typical month, 80% of our users log in to complete a course, far higher than other online platforms. The training we deliver has a rating of **9.4 from 221 reviews** on TrustPilot.

We have two ways you can **purchase** - by download and/or by streaming. **Download** is similar to how Microsoft Office works - you enable a PC with the software and are responsible for making sure nobody copies it illegally. **Streaming** allows you to enable access to select individuals who can log in from any device to learn and we handle platform security. Download has a minimum order of 100, streaming has a minimum order of 6. Both benefit from **volume discounts**. Automatic enrolment is possible for streaming and reports are also available so you can see each person's progress and what the most watched courses are.

Our training is **trusted** by numerous world-leading organisations. Case studies and testimonials are available from the following clients:

experian™ CODERA SAP® sky UNIVERSITY OF Hull

More information is available in our e-learning information pack or
by contacting Eliana@GlobalDigitalWeek.com

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E-learning and Java training

Course subjects	Course prices per download (£)		
	Regular price	Business	Partner business
Core Java	683	499	449
Spring Framework	1998	1499	1299
Data	1703	1299	1099
Enterprise Java	396	299	259
DevOps	782	589	509
Front End	445	339	289
Other JVM languages	418	319	269
Complete package	6425	4843	4173

Course subjects	Course prices per stream (£)		
	Regular price	Business	Partner business
Complete package	625	499	429

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Referral programme and discounts

Global Digital Week offers a referral programme for our partners.

For every university with at least 10,000 students or business with 50 learners you successfully refer to us, you get:

£1,500 discount on sponsorship fees

or

5 x one-year-long Java training subscriptions (worth £2,145)

There are no caps. If you successfully refer 5 organisations you can get £7,500 sponsorship discount or 25 x one-year-long Java training stream subscriptions or any combination of the two. Referral rewards can be split among your organisation and the organisation you refer, if you prefer.
For more information please email John@GlobalDigitalWeek.com

In response to requests, we are also introducing a loyalty programme this year for repeat partners.
Details can be found in the table below.

First-time partner	Year one (Returning partner)	Year two (Returning partner)	Year three (Returning partner)
Referral discounts only	Referral discounts + 5% off partnership renewal	Referral discounts + 10% off partnership renewal	Referral discounts + 15% off partnership renewal & special mentions

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Get in touch

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