

OFFICIAL SPONSORSHIP BOOKLET

EDUCATIONAL TECHNOLOGY
ETWU
WORLD CONFERENCE 2016

BALI, INDONESIA, 31 JULY – 3 AUGUST, 2016

HOSTED BY:



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Official Sponsorship Booklet

Educational Technology World Conference (ETWC) 2016

Bali, Indonesia, July 31st – August 3rd, 2016

INTRODUCTION

Education technology study was first developed in the United States and has inspired scholars in many countries such as Canada, the United Kingdom, South Korea, Turkey, China and Indonesia. In Indonesia, Universitas Negeri Jakarta (UNJ) formerly known as IKIP Jakarta (Institute of Teacher Training and Education) is the pioneer of the establishment of Educational Technology Study program in tertiary education.

The undergraduate program of the aforementioned study program in UNJ was established in 1976 as a response to government's plan set out in the 1969-1973 Guidelines. The guidelines stipulated that the development of Indonesian education will be carried out by radio broadcasts in order to improve the distribution and quality of education.

In accordance with this, the head of National Development Planning Agency and Education and Cultural Department in the late 1970s stated that empowerment of technology in education should be conducted by Indonesian experts. In order to meet these challenges and the need of local experts, Educational Technology Study Program of UNJ then facilitated the establishment of Educational Technology Study Program in several universities in Indonesia.

Up to now, Educational Technology Study Program for undergraduates has been established in twenty universities and for master program in nineteen universities and for doctorate program in two universities one which is in UNJ.

The alumni of Educational Technology Study Program of UNJ have contributed their expertise in various positions in many institutions: public and private as well as formal and non formal education sector. They have played important roles in

development of education in Indonesia and produced various innovations, in the form of educational programs as well as institutions which provide and manage education program.

Among the contributions of educational technology in Indonesia education practices is the TV series entitled "Aku Cinta Indonesia" (I love Indonesia) – which was addressed to Junior High School students. The series aimed at building characters of Indonesian youth. Beside the, educational technology has inspired the establishment of Open Junior High School to support the basic education, Open University and the other institutions.

Considering the fast development of educational technology studies and practices in Indonesia, it is important to bring an international conference on educational technology to Indonesia. Therefore, we need ample support from the Association of Educational and Communication Technology (AECT) in order to hold the event. UNJ as the host institution has set up a collaborative work with Universitas Terbuka (Open University), a prominent university in Indonesia and also with two other fast moving Universities in Bali, Universitas Ganesha (Ganesha Educational University) and Universitas Mahendradata.

OBJECTIVE & THEME

The objective of the event is to exchange experiences and widen network among scholars, practitioners and professionals on educational technology studies and practices around the world.

The theme of the conference is **"Educational Technology for Improve Quality and Access of Education for Prosperous Society"**.

Sub-themes

a. Policy and Environment

It covers studies, practices and ideas on how education policies, demographic, geographic factors, economy and culture influence educational technology in improving education.

b. Multicultural Approach

This sub-theme covers studies, practices and idea which apply multicultural approaches covering multicultural concepts such as race, religion, occupation. It aims at setting education planning comprehensively in order to cover various social issues.

c. Distance Education

Studies, practices and idea related to distance education which covers need analysis, program development, registration system, material development, tutorial and test in order to improve education quality and accessibility.

d. Networking and Collaboration

Studies, practices and idea which involve the collaboration of various parties in order to continually share knowledge on learning. Moreover, networking means establishing the network among researchers from various countries to improve the sharing of educational institutions activities, studies and practices in order to improve the role of educational technology in achieving nations' prosperity.

e. Open Education Resources

The development and empowerment of open education resources related to the development of digital online library and the recognition of the protection of copyright through the creative common regime.

f. Massive Open Online Courses (MOOCs)

It cover various concepts and issues related to opening access to learning and studies on MOOCs challenges and prospects, especially in the improvement of learning quality and accessibility in order to improve prosperity. MOOCs is a forum for knowledge sharing between content provider and users which helps develop learning community. MOOCs is the latest issues in distance learning.

g. Quality Assurance, Certification and Accreditation

It cover various studies, practices and idea related to licences, certification, accreditation, standart/procedure in education and the implementation of vision, missions strategies and program within an institution in order to assure quality assurance, certification and accreditation.

h. Information, Technology and Communication Integration

It cover various studies, practices and idea on the integration of information, technology and communication in learning process, especially in the planning, practices and evaluation, including the use of integrated information, technology and communication in creating knowledge.

i. Innovation

It covers various studies, practices and idea on innovation which is related to policies, needs of innovation setting, innovation practices and the distribution of innovation to education stakeholders in order to solve education problems that will lead to nation's prosperity.

j. Design and Development

It cover various studies, practices, ideas on desings and the development of learning as a solution to education quality and accessibility which can be in education in order to build nation's prosperity.

CONFERENCE PROGRAM

Day 1

08.00 - 12.00 Arrivals

13.00 - 16.00 Registration, check in and poster session preparation

16.00 - 16.30 MoU's Signing

16.30 - 16.45 Welcoming speech by Rector UNJ

16.45 - 17.15 Opening ceremony and keynote speech 1:

Minister of Research, Technology and Higher Education (to be confirmed)

Topic: Research Technology and Education (tentative)

17.15 - 19.00 Break and partners presentation

19.00 - 21.00 Welcoming dinner and cultural events

Day 2

07.00 - 08.00 Registration
08.00 - 08.30 Keynote speech 2: Minister of
Communication and Informatics
Topic: Education in the Information
Communication Era (tentative)
08.30 - 09.30 Coffe break and posters presentation
09.30 - 12.00 Plenary session (5 speakers)
12.00 - 13.00 Break and Posters presentation
13.00 - 14.00 Keynote speech 3: Mike Spector -
Topic:
Educational technology research and practices
14.00 - 17.00 Parallel sessions 1 (117 papers)
17.00 - 19.00 Break and partners presentation
19.00 - 21.00 Gala dinner and cultural event

Day 3

07.00 - 08.00 Registration
08.00 - 09.00 Keynote speech 4: Barbara Lockee
Topic:
Instruction Design Strategies for Open And
Distance Learning
09.00 - 09.30 Coffe Break an poster resentation
09.30 - 12.00 Parallel session 2 (91 papers)
12.00 - 13.00 Break
13.00 - 13.30 Keynote speech 5: Tian Belawati
(Rector of Univeristas Terbuka)
Topic: Open Online Learning and Instruction
13.30 - 15.30 Parallel session 3 (78 papers)
15.30 Closing ceremony

Day 4

The Bali tour

Prior registration is needed
Pura Goa
Istana Tampak Siring and many more

PARTICIPANTS

We invite teachers, lecturers, educational practitioners, observers of education and community leaders having interest in education. We are expecting to have more than 500 papers from various institutions and more than 300 papers presented.

Other participants coming from non-pedagogic institutions, such as Ministry of Education, Ministry of Research, Science and Higher Education and their respective implementing units are also welcome.

INVITED SPEAKERS

Keynote

- Muhammad Nasir (Indonesia)
Research Technology and Education
- Rudiantara (Indonesia)
Education in the Information Communication Era
- Mike Spector (USA)
Educational Technology Research and Practices
- Barbara Lockee (USA)
Instructional Design Strategies for Open and Distance Learning
- Tian Belawati (Indonesia)
Open Online Learning and Instruction

Plenary

- Robert Reiser (USA)
Trends and Issues of Educational Technology
- Stave Harmon (USA)
E-learning and Emerging Technologies
- Rob Branch (USA)
Instructional Design for Training Program
- Chairul Tanjung (Indonesia)
Media Television in Education
- Johannes Cronje (South Africa)
Pedagogical Approaches in the 21st century

Subtheme

- Dave Merrill (USA)
Media Evaluation
- Miguel Nussabaum (Chile)
Collaborative Learning
- Trey Martindale (USA)
Open Learning and Mobile Apps
- Alessandro de Gloria (Italy)
Serious Games
- Marc Childress (USA)
Innovation
- Youqun Ren (China)
Policy and Environment
- Demetrios Sampson (Greece)
Networking and Collaboration
- Rory McGreal (Canada)
Open Education Resources
- Mike Sharples (UK)
MOOCs

- Allen Yuen (Hong Kong)
Quality Assurance, Certification and Accreditation
- Dong Sik Kim (South Korea)
Information, Technology and Communication Integration
- Jan Ellen (Belgium)
Design and Development
- Som Naidu (Australia)
Distance Education

SOCIAL & CULTURAL PROGRAM

Bali Dance Performance

Bali dance night is part of the conference cultural program for all participants and no additional fee is charge. By co-working with local universities in Bali, the Balinese dancer will perform special dances for audiences and participants.

Half Day Bali Tour

A guide tour to the traditional market of Pasar Sukowati Denpasar and the Kuta Art will be provided by the Committee after the conference. This Half Day Tour is part of the Conference Cultural Program for all participants and no additional fee is charged.

Bali Island Tour (optional)

Bali is also known as the island of God. It is a small and beautiful island located about one and a half hour by plane to east of Jakarta. The Organising Committee will work with local travel agent to organise a 2 night and a day tour of Bali, with additional fee to be paid by interested participants.

Yogyakarta Tour (optional)

Yogyakarta is also known as the cultural and educational city, located on the island of Java, about one hour flight to east of Jakarta. The Organising Committee will work with local travel agent to organise a 2 night and a day tour of Bali, with additional fee to be paid by interested participants.

SPONSORSHIP SCHEME

There are many sponsorship possibilities, and we are willing to work with you to personalize a sponsorship package to suit your company or institution needs. We offer a flexible option of sponsorship packages that gives you an attractive placement with high visibility targeted to audience from different sectors such as education, professionals and international media.

Sponsorship Packages

Category	Investment	Shares
Platinum (only 1)	\$39,000	1
Glod (at most 3)	\$19,000	3
Silver (at most 5)	\$10,000	5
Bronze (at most 10)	\$5,000	10

Exhibition Packages

Category	Investment
Exhibitor	US\$1,000

Special design can be arranged with further discussion

Additional Sponsor Items

Category	Investment
Coffee Break per day	US\$3,000
Conference Handout	US\$3,000
Conference lunch per day	US\$6,000
Conference Kit	US\$3,000
Advertising	
• Full Page	US\$500
• Half Page	US\$300

SPONSORSHIP OPTIONS & BENEFITS

Platinum Sponsorship

Value: US\$39,000

Benefits

1. Welcome speech at the reception or opening ceremony/session for 20 mins.
2. Presentation opportunity during the conference in one of the themes in parallel session for 60 mins.
3. Logo exposure on all the event's official conference documents.
4. Link to company site on the conference website.

5. Sponsor will be mentioned at the opening and closing ceremony.
6. Full page advertisement in the final programme.
7. Logo will be printed on conference bags and sponsor can bring in promotion material (i.e printed company information, flyers, leaflets, brochures, booklets) to be included.
8. Sponsor will be provided one booths in the indoor exhibition area. Logo will be printed in the catalogue of exhibitors sponsor list and four free pages are available to present their company profile.
9. Sponsor will have venue space reserve to display of their five own banners.
10. Sponsor will receive a database of mailing list of all participants.
11. Big screens to the left and right will project the logos of sponsor.

Gold Sponsorship

Value: US\$ 19,000

Benefits

1. Sponsor's logo will be printed on the main banner to be displayed in front of the audience.
2. Link to company site on the websites.
3. Sponsor will be mentioned at the opening and closing ceremony.
4. Half page advertisement in the final programme.
5. Logo will be printed on conference bags and sponsor can bring in promotion material (i.e printed company information, flyers, leaflets, brochures, booklets) to be included.
6. Sponsor will have venue space reserve to display of their five own banners.
7. Sponsor will receive a database of mailing list of all participants.
8. Sponsor logo will appear on 4.000 program booklets that will be distributed to recipients throughout the world.

Silver Sponsorship

Value: US\$ 10.000

Benefits

1. Silver-level sponsors will be mentioned at the opening and closing ceremony.
2. Company logo on all official conference documents.
3. Company name mentioned in all conference documents.
4. Company logo featured prominently on conference bag.
5. Posters, flyers dan public announcements with silver-level sponsor logos will be printed and published.
6. Silver-level sponsor will have venue space reserved to display one of their own banners (size and location will be determined).

Bronze Sponsorship

Value: US\$5.000

Benefits

1. Bronze-level sponsors will be mentioned at the opening and closing ceremony.
2. Company logo on all official conference documents.
3. Company name mentioned in all conference documents.
4. Company logo featured prominently on conference bag.

Contact Details

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Sponsorship Confirmation
Official Sponsorship Booklet
ETWC 2016

- EDUCATIONAL TECHNOLOGY WORLD CONFERENCE 2016 -

Bali, Indonesia, July 31st - 3rd August, 2016

Kindly select the suitable Sponsorship Package of your preference and give a check (✓):

1.	<input type="checkbox"/>	Platinum Sponsor	US\$ 39,000
2.	<input type="checkbox"/>	Gold Sponsor	US\$ 19,000
3.	<input type="checkbox"/>	Silver Sponsor	US\$ 10,000
4.	<input type="checkbox"/>	Bronze Sponsor	US\$ 5,000
5.	<input type="checkbox"/>	Exhibitor	US\$ 1,000
6.	<input type="checkbox"/>	Coffee Break per day	US\$ 5,000
7.	<input type="checkbox"/>	Conference Handout	US\$ 5,000
8.	<input type="checkbox"/>	Conference lunch per day	US\$ 10,000
9.	<input type="checkbox"/>	Conference Kit	US\$ 5,000
10.	<input type="checkbox"/>	Advertising	
		• Full Page	US\$ 500
		• Half Page	US\$ 300

Name of Institution : _____
Address : _____
Email : _____
Telephone : _____

Payment

Please send us the payment details convenient to you.

(This form can be downloaded from the conference website and should be completed and return it back via email to etwc2016@unj.ac.id or fax to +6221 489 1710) **Thank you.**

Contact Details

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