

Assessment Tomorrow

@assessment
tomorrow
the future of e-assessment



Conference and Exhibition
SPONSORSHIP BRIEFING DOCUMENT

'The 10th e-Assessment Question'

**'Impact of e-Assessment on
Qualifications, Awarding and Certification'**



**America Square Conference Centre, City of London 21st
and 22nd March 2012**

**21st March 2012 – e-Assessment – managing the development
of robust and reliable assessment**

**22nd March 2012 – developing e-Assessment to supporting
Awarding Organisations, learners, teachers and managers**



www.e-assessment-question.co.uk

Conference Features include



'The Marketing of e-Assessment' - is a special eAA (e-Assessment Association) lead session on Day One (3 pm) which will conclude with the 2012 AGM of the eAA.

Speakers include awarding organisations, regulators, assessment providers, e-assessment companies, educationalists, experienced professionals.

Exhibition with leading suppliers in the field of e-Assessment.

Assessment Tomorrow - London Spring 2012 - Conference and Exhibition 'The 10th e-Assessment Question'

'Impact of e-Assessment on Qualifications, Awarding and Certification'
America Square Conference Centre, City of London 21st and 22nd March 2012

The Challenge

e-Assessment, the use of technology based assessment, is increasingly becoming part of the mainstream in the classroom and the workplace. This year we take 'Impact of e-Assessment on Qualifications, Awarding and Certification' Assessment for Learning as our focus and look at how the technology, tools and techniques of e-Assessment can support the High Stakes Assessment as well as Formative and Summative Assessment processes and the delivery of qualifications and certification in the classroom and the work place.

e-Assessment provides a wealth of tools and techniques that enhance and support the qualification process:

- Design of a wide range of stimulating and testing question and item types
- Enablement of e-portfolio, evidential and controlled assessments
- Construction of innovative assessment vehicles from adaptive testing to on demand assessment to self-diagnosis assessments
- Delivery of assessment in demanding environments and to suit deliverers, awarding organisations and most importantly learners
- In depth analysis and feedback of performance of individuals, groups, assessment and teaching
- Use of content and systems in a variety of productive and innovative forms
- Administrative support of the qualification process and integration with a wide range of IT and ICT enabled activities.

However, whilst technology offers benefits for those using, or considering using, ICT to address these ideas, there are also challenges to be addressed. e-Assessment brings the opportunity to adopt exciting and innovative approaches to otherwise costly, and/or inflexible assessment of learners, students or employees.

This, the 10th conference, as with the first nine annual e-Assessment-Question events, will be a broad based international conference and exhibition. The conference will provide an excellent opportunity to hear and see practical guidance and advice about e-assessment and e assessment systems. We are proud that the event over its now long history has played a significant role in:

- Raising the awareness of the importance of e-Assessment
- Bringing the major players together at one event for an exchange of ideas and to review lessons learnt and opportunities taken.
- Providing a forum for developing the debate on the selection and use of e-Assessment.

Questions posed and addressed to delegates and speakers by the 2012 e-Assessment Question

Are you considering computer based testing or using e-portfolios in the development or attainment of qualifications?

Do you want to find out about e-Assessment? or want to see best practice and the latest developments?

What are the implications for learners and teachers, not to mention examiners and managers?

Are you concerned about the risks and costs.

Want to know about how mobile technologies and other cutting edge developments will effect e-Assessment?

What does e-Assessment tell us about learning progress and development?

Are you involved with e-marking, e-Assessment or e-portfolios for the first time?

What is best practice in e-Assessment?

How does e-Assessment support learners, teachers and managers?

Want to discuss the issues with colleagues, AO's etc?

Are you concerned the impact of, and on regulation.

How will innovation and new developments maintain standards, public confidence and reliability and validity?

We are now seeking speakers, sponsors and supporters of the e-Assessment Question to ensure that the 2012 event is even more successful than its predecessors.

Assessment Tomorrow - London Spring 2012 - Conference and Exhibition 'The 10th e-Assessment Question'

'Impact of e-Assessment on Qualifications, Awarding and Certification'
America Square Conference Centre, City of London 21st and 22nd March 2012

Programme for the Conference

Day One, Wednesday 21st March 2012 – e-Assessment – managing the development of robust and reliable assessment

0930 Opening Plenary Session, Regulation, Transparency and external influences

1100 Coffee Break

1110 Integrating With Learning And Curriculum

1245 Lunch

1345 eAA (e-Assessment Association) led session beginning with two formal presentations and a theme of marketing and broadening the reach of e-Assessment

1500 Question Time style Panel Debate, Chair Cliff Beevers PhD, OBE, Chair of eAA, followed by the AGM of the e-Assessment Association

1730 Conference closes – evening reception

Day Two, Thurs. 22nd March 2012 – developing e-Assessment to supporting Awarding Organisations, learners, teachers and managers

0930 Opening Session of the day, Innovation and development services

1100 Coffee Break

1110 classroom challenges, e-portfolios and controlled assessment

1245 Lunch

1345 Impact on Innovation

1500 Workshop session on controlled assessment

1600 Conference closes



The Conference

The 2011 conference featured a number of new and innovative ideas. Workshops sessions formed the centre of both day one and day two activities. This level of innovation will continue with the 2012 event.

We will also be returning to the America Square Conference Centre for the 2012 event. This new venue proved extremely popular with delegates, speakers and exhibitors alike.

Attendance at the 2011 event is expected to be in excess of the 150 visitors in 2010 and across the two days we expect delegate numbers to reach in excess of 200. From previous years an analysis of attendance predicts the following profile of delegates:

- 35% will be decision makers and representatives from awarding organisations and bodies, professional associations and similar organisations
- 25% will be senior managers from training organisations, government agencies/regulators/inspectorate and local/regional educational authorities
- 15% will be from publishers and educational services and systems suppliers
- 10% will be Heads, Principals, managers Heads of Curriculum and Assessment from Schools, Further Education and Higher Education
- 5% will be directors and managers from Industry, HR and training
- 5% will be assessment and learning experts from industry, education and the academic world
- Others have included media, trade bodies and other specified organisations.

All the feedback from previous years indicates that attendees have been decision makers, key influencers or purchasers, who have been knowledgeable, aware and seeking help and solutions.

Feedback from exhibitors, sponsors and speakers has indicated that delegates are all are considered 'quality' leads. Delegates are asked to rate the conference and specific facets of the conference on a scale from 1 (poor) to 6 (excellent). In all five years of the conference it has continually been scored 5 of better by the delegates, often reaching 6. Attendance at the conference has grown steadily since inauguration in 2003 where 90 delegates attended on average per day. These numbers have been supplemented by visitors requesting tickets to the exhibition only.



Assessment Tomorrow - London Spring 2012 - Conference and Exhibition 'The 10th e-Assessment Question'

'Impact of e-Assessment on Qualifications, Awarding and Certification'
America Square Conference Centre, City of London 21st and 22nd March 2012

The Team/Conference Directors

Martyn is an independent education and assessment consultant. He spent 13 years in Further Education, developing and managing a wide range of vocational programmes before joining BTEC in 1994. In 2001, he was responsible for managing, on behalf of a consortium of UK Awarding Bodies, the successful bid for the development of the Key and Basic Skills national tests in the UK. These were the first tests to be rolled-out in the UK using e-assessment. For the past 8 years, Martyn has been researching and implementing the use of IT in assessment which has included working with a consortium of organisations on the development of a range of screening and initial assessment tools for major UK employers. Martyn was co-author of the Qualification and Curriculum Authority's (QCA) "Use of ICT in Assessment" report to the Department for Education and Skills in 2002 and has worked with QCA on a number of projects including supporting the production of the e-Assessment – Effective Practice Guide. Martyn was also Chair of Becta's e-assessment advisory group. The last 7 years has also seen joint responsibility for many successful conferences, seminars and events across the globe, including India, focused on Skills Development and the use of IT in education and training.



Jeff Ross is an Independent Prince II project manager and consultant supporting clients managing the development and introduction of IT systems to meet business and administrative needs. His fields of expertise include e-Assessment, e-learning and the use of IT and internet technologies in the education, training and human development fields. Previously he was a senior manager with a major awarding body, where he was responsible for change management programmes associated with the introduction of ICT solutions to the delivery of education services and qualifications. His background is in IT, education, publishing, logistics and business operations



We would welcome the opportunity to discuss the conference and opportunities to speak, support or sponsor what is the most exciting event in the e-Assessment calendar.



Please feel free to call us if you wish to discuss this exciting opportunity in more detail.

.....
Jeff Ross
07785 92 03 92
jeff@assessment-tomorrow.com

.....
Martyn Roads
0780 272 4750
martyn@assessment-tomorrow.com



Assessment Tomorrow Ltd :Registered in Cardiff No 5534467
Registered Office: 5 St Catherine's Road Brouxbourne EN10 7LG ENGLAND UK

Assessment Tomorrow - London Spring 2012 - Conference and Exhibition 'The 10th e-Assessment Question'

'Impact of e-Assessment on Qualifications, Awarding and Certification'
America Square Conference Centre, City of London 21st and 22nd March 2012

Indicative Sponsorship Opportunities

We are offering a number of support and sponsorship opportunities for the e-Assessment Question 2012.

The list below is an indication of the packages you might like to consider for your organisation. We would be pleased to discuss these and variations on these arrangements to suit your organisation and how sponsorship and support arrangements for this and other events can be combined.

Package	Details	Fee
Gold Sponsor	<ul style="list-style-type: none"> • Full unit (8 sq. m.) exhibition space on both days • Four complimentary delegate spaces • Sponsor logo on documentation associated with the event • Opportunity to address the full plenary session of the conference on a subject to be agreed • Inclusion of up to 5 pages of promotional material from the sponsor within delegates' pack • Inclusion of material in mailshot provided by the organisers with promotional material included from the sponsor (mailshot target size 4,500) • Promotional material/display space in delegate registration area and • Inclusion within the web-site for the event of 3 'pages' dedicated to the sponsor in addition to hot-links to corporate web sites 	£6,500
Silver Sponsor	<ul style="list-style-type: none"> • Full unit (6 sq. m.) exhibition space on both days • Two complimentary delegate spaces • Sponsor logo on documentation within the event • Opportunity to address the full plenary session of the conference on a subject to be agreed • Inclusion of up to 3 pages of promotional material from the sponsor within conference delegates' pack • Promotional material/display space in delegate registration area and • Inclusion within the web-site for the event of 1 'page' dedicated to the sponsor in addition to hot-links to corporate web sites 	£4,000



Internet Café Sponsor	<ul style="list-style-type: none"> • Range of options from <ol style="list-style-type: none"> 1. stand alone two pc Internet-café facility in the main registration area to 2. a dedicated area with 6 internet pc's Access to internet offered free to delegates • GOOGLE access screen to be set up promoting sponsor • Internet-Café to be branded 'Sponsors' Internet-Café • Identification and Promotion of Sponsors Internet-café in web site, all mailings and conference Delegates attendance pack and joining instructions 	£1,500 for 2 pc option £3,500 for 6 pc café option
Website Sponsor	<ul style="list-style-type: none"> • Sponsor the e-commerce website that will be used to promote the conference • Identification and Promotion of Sponsors involvement throughout the web site, hot links, all mailings and conference Delegates attendance pack and joining instructions 	£3,000
Activity Sponsor	<ul style="list-style-type: none"> • Sponsor lunch on either day • Five minute 'spot' for representatives of the sponsor, immediately preceding lunch to introduce sponsor • Sponsor promotional material to be made available to delegates with lunch. • One complimentary delegate space for both days of the conference 	£2,000
Activity Sponsor	<ul style="list-style-type: none"> • Sponsor delegate badges on either or both days • Logo and sponsorship notice to be prominently displayed on badges and included in the folder and all conference detail pages (excludes presentation printouts from speakers) • One page of sponsors material to be included in delegate folders • One complimentary delegate space for both days of the conference 	£1,500 per day
Activity Sponsor	<ul style="list-style-type: none"> • Sponsor delegate folder on one or both days • Logo and sponsorship notice to be prominently displayed on conference folder supplied by Organisers • One page of sponsors material to be included in delegate folders • One complimentary delegate space for both days of the conference 	£1,500 per day
Proceedings	<ul style="list-style-type: none"> ▪ Sponsor a website of the proceedings including video recording of all presentations in the Shaw Theatre ▪ Separate mail shot to all delegates, speakers and press contacts with information about the Proceeding website and how to access the material ▪ Sponsorship identification in delegates pack • One page of sponsors material in delegate folders ▪ Two complimentary delegate spaces for both days. 	£3,000



The list above is an indication of the packages you might like to consider for your organisation.

We would be pleased to discuss these and variations on these arrangements to suit your organisation and how sponsorship and support arrangements for this and other events can be combined.