المنظمــــة العربيـــة لضمـــان الجــــودة في التعليــم
The Arab Organization for Quality Assurance in **EDUCATION**

AROQA

Call for sponsorship
The 6th Annual AROQA Conference

Patterns of Education
and Related Quality Standards

Muscat, Sultanate of Oman
10-11 December 2014

Contents

AROQA's Annual Conference

The importance of AROQA annual conferences stems from our sense of responsibility towards the future of education in the Arab world. Such a future requires us to raise the level of awareness among Arab educational institutions on the importance of accreditation and quality assurance, and work together towards building and enhancing the Pan-Arab educational systems and structures.

The conference also aims to discuss Arab and international cooperation efforts to improve the quality of education, meet the challenges facing the implementation of quality assurance systems in education, discuss approaches available to overcome these challenges, and to expand active participation and cooperation among the Arab accreditation bodies. The Conference is considered a vital meeting point for researchers and specialists to discuss various subjects, exchange experiences and come up with recommendations and decisions for enhancing region-wide quality status and promoting innovative research.

The 6th annual conference 2014:
(Patterns of Education and Related Quality Standards)

This year's Conference will witness an impressive gathering of researchers, academics, technicians, specialists and experts and will be a great opportunity for all participants to contribute, reflect and develop. It will be held in conjunction with a major conference on e-Infrastructures organized by the Arab States Research and Education Network (http://eage2014.asrenorg.net).

Special sessions will be dedicated to specific domains, mainly focusing on quality management tools in educational institutions, quality reviews and assessment, and best practices in this field.

1. Conference Structure
There will be an active participation of decision-makers from governments, institutions, academia, non-governmental organizations and civil society institutions. These key individuals will work together and help provide a platform from which they can motivate and encourage partnerships as well as exchange recommendations and experiences. They will aim at raising awareness on the new patterns of education and related quality standards.

The Conference will focus on providing adequate opportunities for interaction and discussion among guests on one hand, and with speakers on the other. This will be done through:

- Keynote Speeches
- Discussion sessions and displaying standards and basics in accreditation and quality in education
- Meetings and specialized consultative sessions
- Workshops and presentation of successful national expertise in Quality of education

2. Participants
- Accreditation bodies and national quality assurance in the Arab countries
- Representatives of Arab universities and the researchers
- Representatives of the Ministers of Education in the Arab countries
- Experts of quality and accreditation from the European Commission and North America
- Experts from the UNESCO
- Experts from ALECSO
- The Arab Networks for Quality Assurance in higher education bodies
- Association of Arab Universities and Arab Research Councils
- Civil society institutions and organizations concerned with education

3. Topics
The Conference will focus mainly on the patterns of education and related quality standards, themes that will be discussed:
- Open Education, Digital Education / virtual & e-learning
- Methods of quality management evaluation in virtual and open educational institutions.
- Arab educational space and its impact on the unification of academic qualifications and accreditation models
- Quality management models in higher education
- Challenges facing the implementation of quality assurances & accreditation systems in the educational institutions that provide several patterns of education.

4. Speakers
Experts and international professionals will enrich the audience   through presentations and participation in panel discussions around the latest developments in academic accreditation, quality assurance and quality management tools & applications. Also, there will be a number of experts and directors of national accreditation bodies, researchers and policy makers at both the Arab and international levels.

5. Exhibitors and Sponsors
During the 6th Annual Conference, exhibitors and sponsors representing leading providers and suppliers in the educational field are invited to demonstrate their latest products and services. The exhibition will be located at the main entrance of the venue and will allow a relaxed atmosphere that encourages cooperation initiatives. It will also represent a central meeting point for participants and an opportunity to meet vendors and corporate institutions. We offer sponsorship packages at different levels with many benefits for a high profile recognition.

Oman

Sponsorship offers for the 6ᵗʰ Annual Conference

1. Categories

Sponsorship level	Maximum Sponsors	Amount (USD)	Benefits
Platinum	**2**	**9000**	• Speaking opportunity in a Panel and/or as a keynote. • Stage announcement at the Panel . • Complimentary booth space. • Exemption of participation fees (up to 5 delegates representing the sponsor + 3 delegates attending the exhibition). • Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). • One-page advertisement in the conference handbook • Complimentary advertising space on the Conference›s Website. (Advertisement material (logo, banner and profile) are provided by the sponsor.) • Insertion of promotional materials from the sponsor in the official Conference bag. • Social media posts. **Extra Benefits:** • exhibition space to promote your activities, give demonstrations and hold meetings with the most important decision makers within the Arab Education and Research community. you will be given a space no less than 9 Sq meters
Gold Sponsor	**4**	**7000**	• Opportunity to participate in the Panel of sessions. • Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). • Complimentary booth space. • Exemption of participation fees (up to 3 delegates representing the sponsor+ 2 delegates attending the exhibition). • One-page advertisement in the Conference handbook. (Designed advertisement is provided by the sponsor.) • Complimentary advertising space on the Conference›s Website. (Advertisement material is provided by Sponsor.) • Insertion of promotional materials from sponsor in the official Conference bag. • Social media posts. **Extra Benefits:** • exhibition space to promote your activities, give demonstrations and hold meetings with the most important decision makers within the Arab Education and Research community. you will be given a space no less than 6 Sq meters

Silver Sponsor	6	5000	• Complimentary booth space. • Exemption of participation fees (up to 2 delegates representing the sponsor+ 2 delegates attending the exhibition). • Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). • One-page advertisement in the conference handbook. (Designed advertisement is provided by the sponsor.) • Complimentary advertising space on the Conference›s website Advertisement material is provided by Sponsor. • Insertion of promotional materials from sponsor in the official Conference bag. • Social media posts. **Extra Benefits:** • exhibition space to promote your activities, give demonstrations and hold meetings with the most important decision makers within the Arab Education and Research community. you will be given a space no less than 4 Sq meters
Bronze Sponsor	8	3,000	• Exemption of participation fees (up to 2 delegates representing the sponsor + 2 delegates attending the exhibition). • Half-page advertisement in the Conference handbook. (Designed advertisement is provided by the sponsor.) • Complimentary advertising space on the Conference›s website (Advertisement material is provided by Sponsor.) • Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). • Insertion of promotional materials from sponsor in the official Conference bag. • Social media posts.
Sponsor	No limit	1,500	• Exemption of participation fees (up to 1 delegate representing the sponsor + 1 delegate attending the exhibition). • Half-page advertisement in the conference handbook. (Designed advertisement is provided by the sponsor.) • Complimentary advertising space on the conference Website (Advertisement material is provided by Sponsor) • Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). • Social media posts

2. Other Sponsorship Opportunities

Category	Description	Cost (US$)	Benifits
Dinner	At the end of Day1	7,000	• **Advertisement talk and short video during the Dinner** • **Same benefits offered to the Gold Sponsor :** - Opportunity to participate in the Panel of sessions. - Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). - Complimentary booth space. - Exemption of participation fees (up to 3 delegates representing the sponsor+ 2 delegates attending the exhibition). - One-page advertisement in the Conference handbook. (Designed advertisement is provided by the sponsor.) - Complimentary advertising space on the Conference›s Website. (Advertisement material is provided by Sponsor.) - Insertion of promotional materials from sponsor in the official Conference bag. - Social media posts.
Lunch	Day1 Day2	5,000 each	• **Advertisement and talk during lunch** • **Same benefits offered to the silver Sponsor:** - Complimentary booth space. - Exemption of participation fees (up to 2 delegates representing the sponsor+ 2 delegates attending the exhibition). - Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). - One-page advertisement in the conference handbook. (Designed advertisement is provided by the sponsor.) - Complimentary advertising space on the Conference's website Advertisement material is provided by Sponsor. - Insertion of promotional materials from sponsor in the official Conference bag. - Social media posts.

Speaker Sponsor	**2 speakers min with 1500 each**	**3000**	• **Same benefits offered to the Bronze Sponsor :** - Exemption of participation fees (up to 2 delegates representing the sponsor + 2 delegates attending the exhibition). - Half-page advertisement in the Conference handbook. (Designed advertisement is provided by the sponsor.) - Complimentary advertising space on the Conference›s website (Advertisement material is provided by Sponsor.) - Organization logo on all conference printed materials (backdrop of the opening ceremony, rollups, handbook, badges, etc). - Insertion of promotional materials from sponsor in the official Conference bag. - Social media posts.

• **Other customized sponsorships packages are also available, please contact Ms. Sara Al-Eisawi: saleisawi@aroqa.org**

Become a sponsor and consign the spotlight!

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility.

The scope of being a sponsor can be best understood by a close look at the extensive and far reaching benefits that each package entails, including; the opportunity to demonstrate dedication and commitment to Corporate Social Responsibility practices and unlimited exposure and Public Relations opportunities, in addition to the specific benefits associated with each sponsorship category. Sponsorship of events in particular can be especially effective as a marketing tool because it can be a means of accessing a wide range of audiences such as decision makers in business, government entities, and of course customers.

The exhibition hall is strategically located in the conference venue and is ideal for networking as participants pass through and will represent as an excellent opportunity to meet experts, professionals and potential clients in research and education.
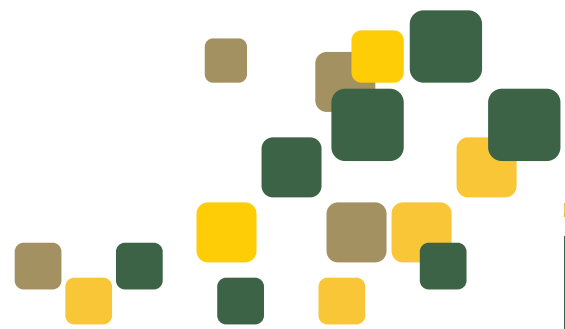
Patterns of Education **Oman**
Call for sponsorship
and Related Quality Standards
AROQA Conference **2014 Muscat**

Sponsorship Application

Please visit the event website on this LINK and fill in the application form. Then submit to the following contacts:

- Sara Al-Eisawi, **saleisawi@aroqa.org**, +962-6-5100250 ext. 2403
- Wala'a Abu-Saleem, **office@aroqa.org**, +962-6-5100250 ext. 4303

Important notes

- The sponsors for AROQA's 6th Annual Conference will have the exposure to the 4th Internatioanl Platform on Integrating Arab e-Infrastructure in a Global Environment (e-AGE2014) that is organized by the Arab States Research and Education Network (ASREN).

- Exhibition and sponsorship opportunities are limited and are assigned on a first-come first-based system.

Previous conferences

The **1st Annual Conference 2009**, entitled "Excellence in Business Education", was held in Syria under the patronage of the Syrian Deputy Prime Minister for Economic Affairs HE Mr. Abdullah Dardari, in cooperation with Damascus University and the Arab Society of Faculties of Business Administration. It was attended by high-ranking officials and academics from across the region.
Participants discussed and contributed to developing quality and relevant business education across the Arab region through means of standards, frameworks, and systems of quality and accreditation.

The **2nd Annual Conference 2010**, entitled "New Trends in Business Education", was held in Kuwait under the patronage of her Excellency Dr. Moudhi Al-Humoud, Kuwaiti Minister of Education and Higher Education. It was organized in collaboration with the College of Business Administration at Kuwait University, E-City for King Hamad Bin Isa Al Khalifa, Talal Abu-Ghazaleh Organization (TAG-Org), Hala February Festival 2010, Kuwait Association for Human Resource Development (Erteqaa), and the Arab Society of Faculties of Business Administration.
The conference gave participants, including academics and business leaders, the opportunity to contribute to guiding and formulating future developments for business education in the Arab world.

The **3rd Annual Conference 2011**, entitled "Towards Harnessing the Quality in Education and Research: Challenges and Opportunities", was inaugurated under the patronage of its chair HE Dr. Talal Abu-Ghazaleh at the University of Wales in the UK. It was attended by representatives from over sixteen Arab countries, seven European institutions, and major educational institutions in the United States. About seventy five research papers were submitted, of which seventeen were selected after rigorous reviews and were published in the Proceedings of AROQA 3rd Annual Conference.

The Conference focused on standards and guidelines for quality assurance and accreditation in education, challenges and opportunities of quality assurances systems and frameworks, best-practices, implementation strategies, and policies of quality assurance in education, quality management systems with ICT tools, national networks promoting quality assurance and accreditation standards, and program design and curricula methodologies emphasizing student-centric learning outcomes; modes of delivery; and pedagogical models.

The **4th Annual Conference 2012**, entitled "Methods for Consensus and Common Standards for Quality Assurance and Academic Accreditation in Arab Universities", was held under the patronage of the League of Arab States Secretary General Dr. Nabil El Arabi, in Cairo. The Conference was organized in cooperation with the League of Arab States /Social Affairs Sector - Education and Scientific Research, National Quality and accreditation agencies in the Arab region, Talal Abu-Ghazaleh Organization and the Association of Arab Universities. In parallel, a two-day workshop was held on "Quality Systems" in cooperation with University of Aachen-Germany.

After 4 years of success in bringing together high level and wide range of participants from many countries around the world, The **5th Annual Conference 2013**, entitled "Implementing Quality Systems Using Innovative Technological Methods", was inaugurated under the patronage of the Minister of Higher Education and Scientific Research and the presidency of Dr. Talal Abu-Ghazaleh, in Tunis in conjunction with e-AGE 2013 (organized by ASREN), with the participation of League of Arab States, World Bank, academics and experts, researchers and representatives of specialized international bodies. It included several activities such as; AROQA ACQUIN Workshop on Quality enhancement through internal and external quality assurance, and the annual General Assembly Meeting.