

2020 VDC Virtual Teaching & Learning Conference

November 19 - 20

// SPONSORSHIP PACKAGES



The VET Development Centre (VDC) has held an annual Teaching and Learning Conference for the past 14 years.

The aim has been to focus on national and state issues fundamental to excellent Vocational Education and Training (VET) practice.

The annual Conference has become a highly regarded and anticipated event within the VET sector. The Conference will be held virtually on 19 and 20 November 2020.

About the VDC

2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



The VET Development Centre was established in 2005 by the Victorian Government to promote the development and raise the professional standing of people working in the Australian VET Sector.

Through our services, the VDC provides continuous professional learning to all teaching and non-teaching staff in the VET Sector across Australia. This is achieved through the design and delivery of an extensive range of webinars, workshops and seminars, as well as professional learning activities.

In 2019, the VDC hosted 89 events with over 11,500 attendees at our programs and services. We also achieved an overall satisfaction rating of 97% for our professional learning programs.

// OVERALL SATISFACTION RATING

97%



Partnering with VDC

2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



The VDC is focussed on designing, managing, and delivering continuous professional learning that supports VET professionals and training providers to meet the current and future expectations of learners, industry, and government.

Align your organisation with a leading provider of professional development and show your support for the growth of education and training in the VET sector.

A partnership with the VDC will provide your organisation with the opportunity to broadcast a message and build further brand awareness through well-established networks.



Sponsoring the Conference

2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



The VDC Virtual Teaching and Learning Conference highlights how VET educators, trainers and assessors can achieve high quality delivery, innovative teaching practices and improved student outcomes.

Delegates will have opportunities to participate in a number of presentations and virtual workshops with leading VET professionals, showcasing key issues facing teachers and practitioners relating to vocational education. Gold sponsors will have networking and brand promotion opportunities in virtual break out rooms. There will also be brand promotion within VDC marketing collateral shared across a range of communication channels.

GOLD SPONSORSHIP

- Full Conference registration for five delegates, (valued at \$775)
- Recognition as a Gold Sponsor throughout the Conference, VDC website and marketing emails.
This includes:
 - / Scheduled brand promotions of 2 x VDC news articles and 2 x targeted Conference emails to our contact database
 - / Logo included in Conference website sponsor section (with web link)
 - / Sponsor acknowledgment from the Conference MC during the Conference opening and conclusion of each day

/ Recognition as a Gold Sponsor with brand logo included in all Conference marketing materials

- Keynote or Workshop sponsorship
- 2 X 2 minute video opportunity during the Conference
- Brand promotional material
- A break out room designated specifically for brand promotion and networking
- Inserts into virtual show bag

\$2,200

SILVER SPONSORSHIP

- Full Conference registration for three delegates (valued at \$465)
- Recognition as a Silver Sponsor throughout the Conference and VDC website.
This includes:
 - / Logo included in VDC Conference website sponsor section (with web link)
 - / Sponsor acknowledgment from the Conference MC during the Conference opening and conclusion of each day

/ Recognition as a Silver Sponsor with brand logo included in all Conference marketing materials

- Keynote sponsorship or Workshop sponsorship
- 1 X 2 minute video opportunity during the Conference
- Brand promotional material
- A break out room designated specifically for brand promotion and networking
- Inserts into virtual show bag

\$1,100

FOR FURTHER INFORMATION ABOUT THIS EXCITING SPONSORSHIP OPPORTUNITY FOR THIS KEY VET EVENT PLEASE CONTACT STEVEN DEER, SENIOR PROJECT MANAGER ON 0488 578 359 OR SDEER@VDC.EDU.AU

How We Can Build Your Brand

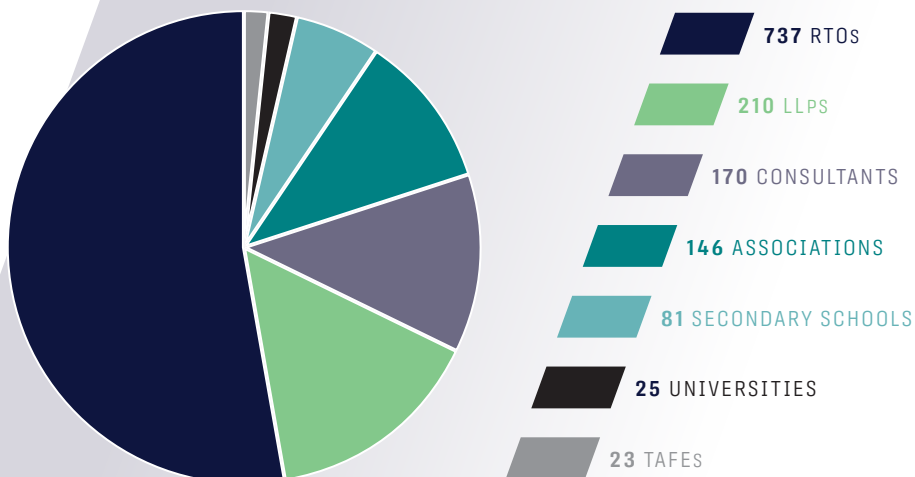
2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



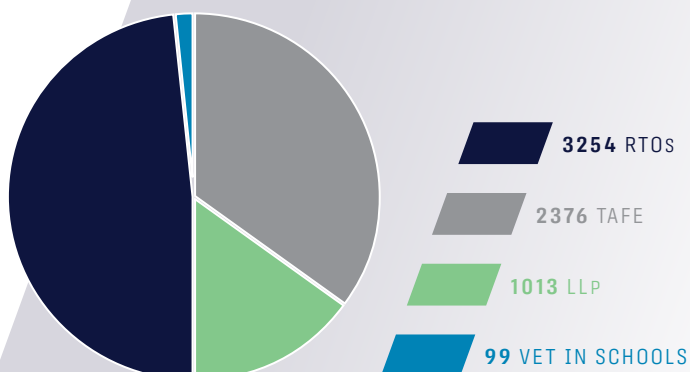
A SPONSORSHIP PROVIDES:

- The opportunity to showcase your brand to over 13,000+ VET professionals in the national VET sector through VDC marketing materials and website promotion
- Extensive reach to both Victorian and National VET providers
- Brand exposure through VET member organisations promoting the conference
- The ability to communicate directly with a VET audience
- Networking opportunities with VET professionals
- A vehicle to raise awareness of your brand within the sector and promote your product and services.

VDC NETWORK // OVER 13,000 VET PROFESSIONALS



VDC PD PARTICIPANTS BY SECTOR 2019



Delegate Profile

2020 VDC VIRTUAL TEACHING & LEARNING CONFERENCE



The conference attracts between 150 and 200 delegates from over 70 organisations from a diverse range of VET providers and related organisations including:

- TAFE
- Private Registered Training Organisations (RTOs)
- Adult Community Education / Learn Local providers (LLp)
- National and state Government agencies
- Regional, state-wide and national business/industry associations
- With a virtual conference, there is the potential to extend your reach to the national and international market





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