



connect

ESU World Members' Conference
Edinburgh, Scotland 2008



creating an esu for the modern world

15th - 18th September 2008

Sponsorship Opportunities

CONFERENCE OVERVIEW

The English-Speaking Union is an international charitable organisation dedicated to promoting international understanding and human achievement. It offers a wide range of educational, social and cultural programmes. Founded in 1918 and represented in over 50 countries, the ESU is supported by leading names in business and politics around the world. Every four years the ESU holds a World Members' Conference, bringing together hundreds of members from branches around the globe. The next World Members' Conference will take place in Edinburgh from 15th to 18th September 2008.

The focus of the Conference is to examine how we can further our mission of peace, friendship and understanding in an increasingly divided world. The list of keynote speakers includes internationally recognised figures from politics, journalism, the arts, the voluntary sector and other disciplines.

VENUES

- **ASSEMBLY ROOMS**
Main conference venue
- **SCOTTISH PARLIAMENT**
International Council Meeting
- **OUR DYNAMIC EARTH**
Opening Dinner
- **MANSFIELD TRAQUAIR CENTRE**
Champagne Reception
- **NATIONAL GALLERY OF SCOTLAND**
Champagne Reception
- **MURRAYFIELD STADIUM**
Closing Dinner

ESU PARTNERSHIPS

- ASDA
- BAILLIE GIFFORD
- EUROPEAN PARLIAMENT
- LEARNING AND TEACHING SCOTLAND
- NATIONAL GALLERIES OF SCOTLAND
- SCOTSMAN NEWSPAPER
- SCOTTISH EXECUTIVE
- SCOTTISH PARLIAMENT
- SCOTTISH POETRY LIBRARY
- SCOTTISH QUALIFICATIONS AUTHORITY

CONFERENCE SPONSORSHIP

Our conferences attract contributors who are leading authorities in their field. Sponsors will have the opportunity to interact with our international speakers, guests and delegates in an impressive setting and receive a tailored package of long-term benefits. Extensive national and international media coverage in the run-up to and during the event will ensure that the 2008 Conference will achieve a high profile in Scotland and around the world.

We expect that the 2008 World Members' Conference will attract sponsorship from organisations that are global in their outlook and that understand the importance of international communication, co-operation and collective achievement.

AUDIENCE PROFILE

There are 40 branches of the ESU in the UK, 74 branches in the US and over 50 international ESUs, with tens of thousands of members worldwide. ESU members are highly qualified, affluent professionals with an interest in education, communication and the English language who are prepared to invest considerable time and money in furthering international friendship and achievement. Many overseas members are expatriate British and American citizens. International ESU branches often have strong links with their national government, the Diplomatic Service, the British Council and other educational institutions, international organisations and political figures. ESU Scotland works closely with the Scottish Parliament, the Scottish Executive and the European Parliament.

We anticipate that the Edinburgh Conference will attract around 600 delegates from around the world, with the publicity and marketing drive extending well beyond this.

SPEAKERS INCLUDE

- **SIR JOHN BOND**
Chairman of Vodafone
- **PROFESSOR DAVID CRYSTAL**
A world authority on English language
- **SIR RICHARD DEARLOVE**
Former head of MI6
- **PROFESSOR SHEILA DOW**
University of Stirling
- **PROF. CHRISTOPHER MULVEY**
The English Project
- **SIR CHRISTOPHER MEYER**
Former ambassador to the US
- **LORD ROBERTSON**
Former Secretary General of NATO
- **SIR ROBERT WORCESTER**
Founder & Chairman of MORI

CONFERENCE PROMOTION

MEDIA

ESU Scotland has a high profile in the press. Features about our work appear regularly across a broad range of media. The Conference will receive national and international print, television and radio coverage. Sponsors will be fully recognised in all media coverage.

WEBSITE

The 2008 World Members' Conference has its own dedicated website, www.esuworld2008.org.uk, which is updated regularly with news of the conference. Delegates will use it to book Conference places and accommodation. This website is linked to the sites of ESU Scotland, the ESU of the Commonwealth and the ESU of the US. Sponsors will be provided with both a link and an advertisement on our Conference website in the style of 'a word from our sponsor'. This will be accessed by a prominent link and your logo from the home page.

ESU BRANCHES

The Conference is already being promoted to the members of all ESU branches world-wide and will be publicised at all national and international ESU conferences. These include the ESU International Council Meeting in October 2007 in Tokyo, Japan, and the ESU of the US National Conference in November 2007 in Richmond, Virginia. Sponsors' involvement will be recognised in all promotional materials sent to ESU members.

ADDITIONAL PROMOTION

ESU Scotland works closely with a wide variety of partners including MSPs, corporate members, the Edinburgh Chamber of Commerce, individual members and affiliated student societies. The Conference will be promoted through these and other channels.

SPONSOR INVOLVEMENT & BENEFITS

- The Conference provides an opportunity to work with a diverse, truly global organisation with an affluent and influential membership. This enables you to reach your target audience extremely effectively. Your name and logo will appear on promotional material leading up to and including the Conference, including the Conference website, brochure, and printed Conference materials.
- The Conference itself will provide excellent networking opportunities with your target audience. You will be invited to dinners and receptions during the Conference which will assist you in building national and international contacts.
- The principal sponsor will have a full page at the front of the ESU Commemorative Yearbook devoted to its organisation. This could take the form of a preface or introduction written by the sponsor. The ESU Commemorative Yearbook will be a stylish publication detailing the work of the ESU internationally and will be marketed to all members.

You will also receive the following benefits:

- The opportunity for your company to become principal sponsor, thereby raising public awareness of your company. This type of sponsorship will be welcomed by the stakeholders in your Corporate Social Responsibility programme.
- Your company name and logo on ESU World Members' Conference publications (invitations, brochure, emails, fliers, posters, advertising, table menus).
- Sponsorship and sales exclusivity in your business sector.
- Both a link and an advertisement on our Conference website in the style of 'a word from our sponsor'. This will be accessed by a prominent link and your logo from the front page of the Conference website.
- A full-page letter from your company in the Conference brochure.
- A company stall at the main Conference venue, and logo acknowledgement on Conference signage.
- Your company's literature will be distributed to all delegates.
- Logo/name inclusion in paid and promotional media and publicity.
- The opportunity to network and promote your company through attendance at the Conference by company representatives.
- Invitations to Conference events, including dinners and receptions, providing an excellent opportunity to network with your target audience.
- Invitations to future ESU events, including an MPs reception and other prestigious receptions and events.

Further benefits specific to your organisation will be offered as part of a tailored package

CONTACT DETAILS

www.esuworld2008.org

For more information about sponsoring the ESU 2008 World Members' Conference, please contact:
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