

# EMOOCs 2017

## European MOOCs Stakeholders Summit

Universidad Carlos III de Madrid,  
MOOC Capital of the World from 22 to 26 May, 2017

# A Sponsorship Opportunity

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Universidad Carlos III de Madrid, Spain (Leganés campus) will host one of the largest e-learning events of the calendar year from 22 - 26 May: EMOOCs 2017. The event will attract leading researchers, educators, developers, thought-leaders, policymakers, and corporate executives from across the globe. They will gather together to debate and share the latest findings and trends in digital learning. In the same week, Open edX will also hold its first annual conference in Europe on the same premises.

EMOOCs 2017 is an opportunity for attendees, speakers and sponsors to meet with leading players in the MOOC (Massive Open Online Course) market. EMOOCs is an exciting sector, with immense potential and possibilities. The technology is extending the global outreach of courses, improving teaching on campus, and being applied increasingly by companies and institutions for training.

## A SPONSORSHIP OPPORTUNITY

EMOOCs 2017 represents a great opportunity for sponsors to gain international recognition and position themselves amongst leading MOOC authorities and stakeholders in a sector with enormous growth and potential.



# WHY SPONSOR EMOOCS 2017?

## AN EXCITING AGENDA

To attract a large number of attendees, EMOOCS 2017 has planned a packed and exciting agenda in line with the sector's latest advances.

The event will be divided into four tracks: experience, research, policy and business, with the addition of a fifth track, which will look into the use of MOOCs in Spain and Latin America.

### A EXPERIENCE TRACK

These sessions will help participants discuss and understand: new learning and teaching models; the increasing impact of MOOC methodologies and technologies in traditional education; the importance of SPOCs; active learning and flipped classrooms; need for quality control at the pedagogical design level; quality-assessment models (e.g. peer review); reuse of open educational resources; and the importance of copyright issues.

### B RESEARCH TRACK

These sessions will focus on: research based on methodology; learning analytics (big learning data) and student evaluation models; technology platforms and interoperability standards (possibilities of LMS integration); tools for enhancing the learner experience; social media and social learning analytics; and strategies for promoting learners' motivation and engagement, among others.

### C POLICY TRACK

These sessions will address the current potential and future challenges of MOOCs in European educational institutions: curricula design; certification and traditional degrees; new competencies, skills and roles; organisational changes; national and regional challenges in a worldwide context (networks, consortia, cooperation, etc.); sustainability and business models; policies; higher education and beyond (K-12, high school, lifelong learning, and professional training).

### D BUSINESS TRACK

Companies, institutions, and NGOs are finding in MOOCs a viable vehicle for both internal training and development as well as for external educational and communication activities. How are businesses taking advantage of this educational technology? What models are used? What particular needs arise for platforms for this particular use case? What edtech startups are arising with interesting business models for companies?

### E SPANISH TRACK

These sessions aim to be a forum for debate about the latest advances in MOOC research and different innovation experiences in different contexts and knowledge areas. These sessions will take place in Spanish.

## RENOWNED INTERNATIONAL KEYNOTE SPEAKERS

Eminent and internationally recognised keynote speakers from leading worldwide organisations have been invited to give inspiring presentations during the conference.



**Anant Agarwal**  
CEO of edX



**Armando Fox**  
Director of MOOC Lab  
and Professor at  
UC Berkeley



**Javier Hernández-Ros**  
Acting Director of the  
Data Directorate



**Carolina Jeux**  
CEO of Telefónica  
Educación  
Digital



**Rick Levin**  
CEO of Coursera



**Simon Nelson**  
CEO of FutureLearn



**Sir Timothy O'Shea**  
Principal and Vice  
Chancellor of the  
University of Edinburgh

“We are delighted to host EMOOCs 2017 and to have so many illustrious speakers and participants as our guests. We are looking forward to sharing and learning from their experiences. We are certain that the conference agenda and dynamic exchange of ideas will be a great stimulus to all attendees.”



**Carlos Delgado Kloos**  
Vice President for Strategy  
and Digital Education  
Universidad Carlos III  
de Madrid

## HIGH INTERNATIONAL ATTENDANCE

Sponsors will be able to reach a large, international audience to gain global positioning in the growing MOOC market.



Total number for all editions

## A DIVERSE AUDIENCE

Policymakers



Researchers



Academics



Educators



Entrepreneurs



Corporate Leaders



## NETWORKING OPPORTUNITIES

Ample networking opportunities will be available. Our aim is to connect organisations in order to build future partnerships and contacts. A conference dinner and coffee breaks are planned.

## A VENUE OF NOTE

This year, EMOOCs 2017 will take place at Universidad Carlos III de Madrid. With its history, culture, gastronomy and nightlife, Madrid will provide a fantastic backdrop for the event. A perfect location for all to enjoy!

## SPONSORSHIP PACKAGES

	Bronze	Silver	Gold	Diamond
Logo on the EMOOCs 2017 website	small	small	medium	large
Logo on promotional mailings	--	small	medium	large
Logo on the conference badge	--	small	medium	large
Logo on the presentation slides at the opening/closing event	--		small	large
Logo on the programme	--	--	small	large
Posters/banners in the conference rooms and on-site (produced by the sponsor)	--	3	6	10
Distribution of leaflets/other material	Registration area	Registration area	Participant kits	Participant kits
Stand space in the exhibition area (material organised by the sponsor)	6m <sup>2</sup> stand	9m <sup>2</sup> stand	12m <sup>2</sup> stand	12m <sup>2</sup> stand (best location)
Participation in the Business Track	--	--	✓	✓
Number of free passes	1	2	4	6
	<b>EUR</b>	<b>1,000</b>	<b>2,500</b>	<b>5,000</b>
		<b>10,000</b>		

## You can also sponsor specific conference events:

Sponsorship of coffee breaks with logo on roll-up (produced by the sponsor)	<b>500 EUR</b>
Sponsorship of the lunch and logo on the conference minutes and roll-up (produced by the sponsor)	<b>1,500 EUR</b>

For more information and updates about EMOOCs 2017, please visit our webpage:  
**emoocs.eu**

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