

BRIDGING THE GAP BETWEEN EDUCATION AND LABOUR MARKET NEEDS

CONNECT AND ENGAGE

February, 23rd 2018

University of National and World Economy Conference Hall, Sofia, Bulgaria

Education is key to our economic development and wellbeing. Education outcomes in Bulgaria still remain below expectations in some industry settings, the labour market is still in need of young professionals with practice oriented knowledge and tech skills particularly in technology and innovation driven sectors.

The Bulgarian Chevening Association in cooperation with the British Embassy, Sofia and the British Council is pleased to announce its Round table discussion, bringing together academic leaders, policymakers, business representatives and other key stakeholders, to discuss bridging the gap between the worlds of education and labour market keeping in mind the local and global challenges. Talks will focus on what skills are needed now and in the future. Participants will share insights, knowledge, experiences and establish new relationships. We will also have international participants and presenters to see this as a truly European-wide event.

The Round table discussion is part of the mission and social responsibility of the Bulgarian Chevening Association. The Bulgarian Chevening Association was registered in 2006 by Chevening Alumni. The Chevening scholarship is the British Government's leadership international scholarship programme.

The key themes that will be discussed include the Future of the Jobs and Skills, Best practices in education and how we define its quality: From the kindergarten to the university and beyond. The afternoon session will focus on how are we developing talents to be successful in the fast- changing workplace environment and good practice examples.

Parallel to the Round table discussion an exhibition and workshops for demonstration of new professions will be organized in the foyer in front of the hall. Companies will have the opportunity to present, discuss prospects and even show jobs for the future to learners, teachers and parents.

BECOME A SPONSOR - SUPPORT OUR WORK THROUGH SPONSORING THE EVENT

Is your organization committed to the mission and goals of the Round table discussion? We would like to ask you to consider becoming one of our 2018 sponsors and or Exhibitors for this terrific event where over 100 educators, academic and industry leaders, and innovators who are passionate about what we can accomplish in Bulgaria will meet and share ideas.

As a sponsor you will receive both authentic recognition and participation as speakers will be given, as well as media attention. Non-profit and international donor organizations who see value in our work and want to support this endeavor are also encouraged to become a sponsor.

Sponsorship levels and benefits are outlines below. **If you are looking for a tailor-made sponsorship package we will be happy to discuss.** For more information you can contact Mrs Roumiana Atanassova at chevening.bg@gmail.com, phone: +359 893 570 548.

Your sponsorship support is valued. Thank you for your interest.

Yours sincerely,

Roumiana Atanassova



Chair of the Bulgarian Chevening Association

PARTNERSHIP PACKAGE OFFERS:

PROPOSAL 1: GOLD SPONSOR 7 000 BGN (without VAT)

Positioning before the launch of the Round table discussion:

- ✚ Positioning of the sponsor's logo on the invitation, the association LinkedIn and Facebook webpage <https://www.linkedin.com/company/18418361/> <https://www.facebook.com/pg/chevening.bg/posts/> and featuring on social media ;
- ✚ Positioning of the sponsor's logo on all materials, produced for the organization of the Round table discussion;

Positioning during the Round table discussion:

- ✚ Verbal recognition at the event
- ✚ The opportunity to address the audience during panel discussion, choosing the panel
- ✚ Positioning of the sponsor's banner at the opening of the Round table discussion (max size 100/200 cm);
- ✚ Positioning of the sponsor's logo on the introduction screen;
- ✚ Positioning in the media press release for the Round table discussion
- ✚ Distributing promotional materials of the sponsor to participants;

Networking:

- ✚ Access to the list of participants and background information with opportunity to host internship.

Workshop/exhibition:

- ✚ Participation in the **workshop/exhibition**

PROPOSAL 2: SILVER SPONSOR 5 000 BGN (without VAT)

Positioning before the launch of the Round table discussion:

- ✚ Positioning of the sponsor's logo on the association LinkedIn and Facebook webpage <https://www.linkedin.com/company/18418361/> <https://www.facebook.com/pg/chevening.bg/posts/> and featuring on social media;
- ✚ Positioning of the sponsor's logo on all materials, produced for the organization of the Round table discussion;

Positioning during the initiatives:

- ✚ Positioning of the sponsor's logo on the introduction screen;
- ✚ Participation in the panel discussions;
- ✚ Distributing promotional materials of the sponsor to participants.

Workshop/exhibition:

- ✚ Participation in the **workshop/exhibition**

PROPOSAL 3: BROZE SPONSOR 2 000 BGN (without VAT)

Positioning before the launch of the Round table discussion:

- ✚ Positioning of the sponsor's logo on the Association LinkedIn and Facebook webpage
<https://www.linkedin.com/company/18418361/>
<https://www.facebook.com/pg/chevening.bg/posts/> and featuring on social media;
- ✚ Positioning of the sponsor's logo on all materials, produced for the organization of the Round table discussion;

Positioning during the initiatives:

- ✚ Positioning of the sponsor's logo on the introduction screen;
- ✚ Distributing promotional materials of the sponsor to participants;

Workshop/exhibition:

- ✚ Participation in the **workshop/exhibition**

PROPOSAL 4: Exhibitor 500 BGN (without VAT)

Workshop/exhibition:

- ✚ Participation in the **workshop/exhibition**
- ✚ Featuring profession on Facebook JOBS of the Future

Bank account

IBAN: BG69BUIB98881052459100

Bulgarian Chevening Association