BEYOND MULTIPLE CHOICE 2020

Virtual Conference November 3rd -5th, 2020

www.beyond-multiple-choice.com

Sponsorship &

Demonstration Opportunities

@assessment
tomorrow

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Like many events and conferences, Beyond Multiple Choice 2020 is going virtual during the first week of November 2020. We already have over 300 participants who are keen to participate in sessions, demonstrations, and discussions about the extraordinary responses from the assessment community in the US, Europe and internationally to COVID-19. Registration is free.

And we are planning a program to reflect the needs of the sector – we have surveyed past participants and all those signed up asking them what they would want to see from our virtual event. So, we've designed the event around their responses. All sessions will be recorded to enable those in other time zones to benefit.

Schedule

60% of the respondents preferred an event that was not confined to our original dates of November 4 & 5. BMC 2020 will be a virtual, three-day event, with activities scheduled to reach the widest international audience possible while maximizing interaction between delegates.

Activities

Over 80% of the respondents preferred both formal presentations and innovative technology demonstrations, while 66% also preferred panel discussions. These will be the types of activities we will target.

Topics

Respondents were clear in their interest in the following topics:

• 	alternative assessment methodologies (81% desired)
• 	use of AI in assessment (75%)
• 	remote proctoring (70%)
• 	use of gaming techniques for assessment (55%)
• 	divergence or convergence for formative and summative assessment (52%)
• 	use of performance evidence collection technologies (52%).

BMC will focus on these and related topics for the 2020 event.

Our participants for 2020 come from all sectors of education, training, and assessment.
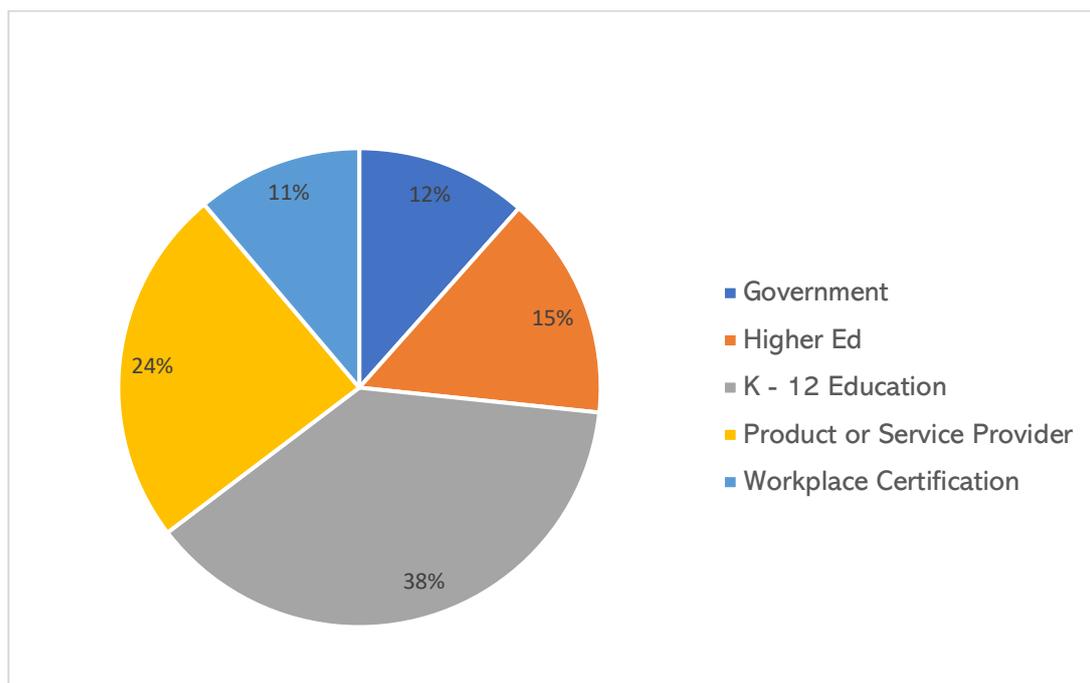
Participants come from across the US as well as a range of other countries, including the UK, Canada, Australia, Ireland and Mexico.

This is an ideal opportunity to reach out to the assessment and wider education community, particularly the K-12/school community. Your experiences by November will be both interesting and revealing and we expect them to help set the agenda for the sector for many months to come.

Why would you wish to sponsor?

- Demonstrate company/product as a digital leader and in general Thought Leadership
- Marketing exposure and cost-effective brand placement - raises brand awareness
- Engage with an audience that might not go to exhibitions or conferences – generates potential leads and post event selling/marketing opportunities
- Raise credibility and demonstrate responsiveness to the current crises and the general trend in work practices
- Greater reach (broader, international) than conventional meetings, without seeming to be a sales pitch which might alienate sales sensitive audiences
- Longevity - re-usability of sessions to extend reach

Sponsorship Opportunities include

Headline sponsor $5,000/£4,000

- Brand prominent on website and on every other communication, including, if possible, booking confirmations and social media
- List of participants
- Mentions in the opening and closing credits of every session
- Mentions at the beginning of every recording of sessions
- Only logo on email list of 15,000 & growing

Topic sponsor $2,500/£2,000 (topics may cover more than one speaker and a panel)

The planned topics include:

- Post COVID 19 – what is the new "normal"?
- Use of AI in assessment
- Use of gaming techniques in assessment
- Use of VR in assessment
- Remote proctoring
- Protecting student data – FERPA/GDPR
- Organizational adaptation post COVID 19
- Use of performance collection technologies
- Divergence or convergence for formative and summative assessment?
- Use of social media in assessment
- State and Federal programs, policies, and implications
- Assessing diverse learners

- Brand on website and social media
- Brand against topic on programme
- List of participants
- Mentions in the opening and closing credits of that topic
- Mentions at the beginning of recordings of that topic
- Opportunity to take part in pre-conference podcast
- Recordings live on site and YouTube

Event sponsor $500-$750/£400/£600
An opportunity to sponsor a wide range of activities around the 2020 event. These could include:

- Post event sponsoring of recordings which will be live on site and YouTube
- Sponsoring discussion groups
- Brand on website and social media

Lightning Demo

We are offering a limited number of opportunities to do an online product demo for $750/£600. These demos will be promoted alongside the conference sessions and will be part of the conference program. They will be recorded and published alongside the other conference activities. This is an opportunity to access a unique audience with your product or service.

- Brand on website and social media
- Brand on lightning demo programme
- Use of brand during the demo
- Recording live on site and YouTube
- List of participants for demo

Virtual Exhibition

Your opportunity not to miss networking with participants. For $850/£680, we will offer you access to an online space for the duration of the event to contact your customers and potential customers to discuss your product/service. Conference participants will be given details of how to access your room and the times you are available. We will also provide a "meeting" booking facility. In addition, you will get:

- Brand on website and social media
- Brand around your virtual meeting room
- List of participants arranging meetings with you

You may want to combine this with a Lightning Demo, so you have a virtual space to handle follow up enquiries.

We will provide the timetable and enable participants to access you "room" via our conference app and website. You may wish to use your existing facilities to provide the virtual space via Zoom, GoToMeeting, Microsoft Teams, WebEx or your own system. We can also provide a space if you do not have a favored technology.

As always, we are flexible in the sponsorship opportunities available. If you have other sponsorship or participation ideas, please feel free to discuss.

To discuss any of these opportunities contact:

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About Assessment Tomorrow

Assessment Tomorrow is a conference organizer specializing in e-assessment events. We have held an annual 2 – day conference in London for the past 17 years, along with events in Hong Kong, Singapore, India, the Gulf, Washington DC, Dublin and Edinburgh.

Our events concentrate on the innovative and challenging aspects of the use of digital assessment across all forms of education, training and recruitment.

About Perigean

Perigean Technologies provides consulting services and conducts R&D in expertise management, cognitive science, and knowledge elicitation, for Fortune 500 and government clients. In 2017, Perigean Technologies spun off Sero! Learning Assessments to offer knowledge assessments tools based in concept mapping. Their software product — Sero! — has been sponsored by the US Department of Defense's Advanced Distributed Learning Initiative and has been recognized for innovation by the e-Assessment Association and the Association of Test Publishers.