



BEYOND  
MULTIPLE  
CHOICE



# 2022 MEDIA KIT

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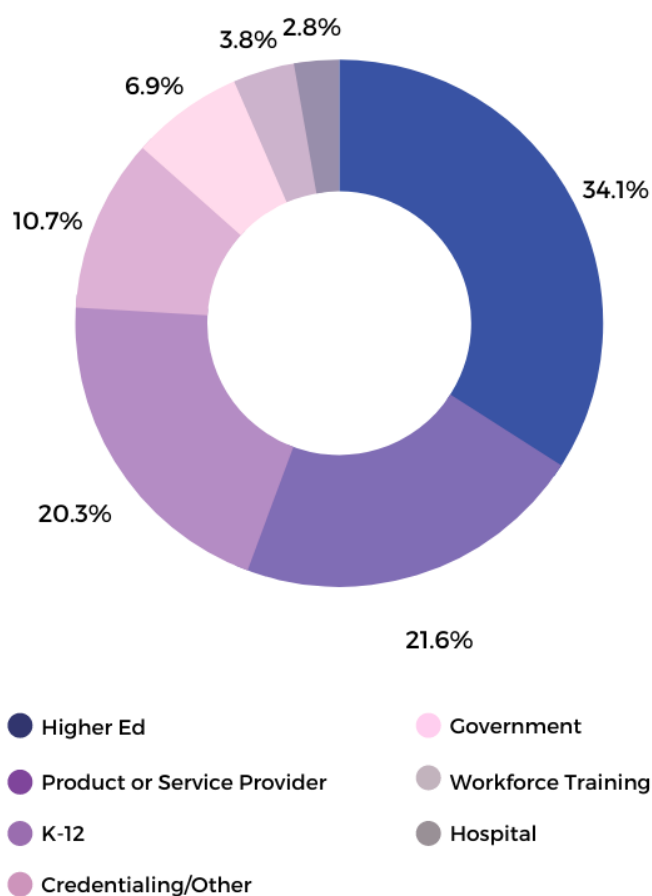
perigean @assessment  
tomorrow

[beyond-multiple-choice.com](https://beyond-multiple-choice.com)

# ABOUT BEYOND MULTIPLE CHOICE



Now entering its 5th year, Beyond Multiple Choice started out in 2017 as a small gathering of researchers and testing service providers. The goal was to share solutions, insights, and discoveries related to assessment design and practice.



**“I have learned a lot during the few sessions. Thank you for providing such a great platform to share with all of us around the globe.”**

- BMC 2021 Attendee

Today, BMC is an evolving platform for free virtual events and digital content exploring the future of assessment.

Our diverse audience includes forward-thinking assessment practitioners, stakeholders, and decisionmakers from around the globe.

# 2022 SPONSORSHIP OPPORTUNITIES

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## June Seminar

*June 15th, 2022*

This 4-to-5-hour summer webinar launched for the first time in 2021.

Presentations focus on assessment culture, theory, and social context, setting the stage for our larger Fall event.



## November Conference

*November 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>, 2022*

Our flagship 3-day conference focuses on the more technical and practical aspects of assessment innovation.

Presentation formats include case studies, research presentations, psychometric analyses, and product demos.



## Podcast

*Periodic*

On the Beyond Multiple Choice podcast, we invite assessment and learning experts to discuss timely topics that are relevant to our broader community.



# BMC2021 BY THE NUMBERS



## 1,700+ Registrants

In 2021, Beyond Multiple Choice attracted nearly 2,000 total unique individuals to register for our April seminar and November conference.



## 1,000+ Organizations

Representatives from a wide range of corporate, non-profit, and public institutions attended BMC events last year.



## 50+ Countries

Our virtual events feature international speakers and have a global reach, attracting geographically diverse delegates who hail from six different continents.



## 2,400+ Views

In 2021, Beyond Multiple Choice attracted nearly 2,000 total unique individuals to register for our April seminar and November conference.

*\*Data as of December 2021*

By transitioning from the physical to the virtual space, Beyond Multiple Choice has increased its reach and participation 10 times over since 2019.

Our webinar recordings live on YouTube and continue to attract views, and with each new virtual event our well-curated email list of nearly 15,000 continues to grow.

# RECENT SPEAKERS



**Kristen DiCerbo**  
Chief Learning Officer  
*Khan Academy*



**Scott Marion**  
Executive Director  
*Center for Assessment*



**Liberty Munson**  
Head Psychometrician  
*Microsoft*



**Ed Metz**  
Program Director  
*U.S. Dept of Education*



**John Winkley**  
Director  
*AlphaPlus*



**Lacreia Terrance**  
CEO  
*The EduProject*



**Steve Sireci**  
Director  
*Center for Educational  
Assessment*



**Eliot Winer**  
Director  
*Virtual Reality Applications  
Center*



**Jay McTighe**  
Author, Consultant  
*McTighe & Associates*



**Kristin Stoeffler**  
Sr. Learning Solutions Designer  
*ACT*



**Okan Bulut**  
Assoc. Prof., Psychometrics  
*University of Alberta*



**David Leng**  
Professional Advisor  
*Learning Directorate of the  
Scottish Government*

# RECENT SPONSORS



# SAMPLE REGISTRANT ORGANIZATIONS

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Apple, Inc.

NYC Dept. of  
Education

Harvard Graduate  
School of Education

Law School  
Admissions Council

Cambridge  
Assessments

Miami Dade Public  
Schools

Uber Technologies,  
Inc.

US Air Force

# SAMPLE REGISTRANT JOB TITLES

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District  
Superintendent

Chief Education  
Officer

Instructional Designer

Assessment Director

President/CEO

Senior Researcher

Learning Specialist

Technology Coordinator

# REGISTRANT COUNTRIES

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Australia, Austria, Azerbaijan, Bahamas, Bangladesh, Belgium, Brazil, Cameroon, Canada, Chile, Colombia, Deutschland, Egypt, El Salvador, France, Germany, Ghana, Greece, Guam, Guatemala, Hong Kong, India, Indonesia, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kazakhstan, Kuwait, Libya, Luxembourg, Malaysia, Malta, Mexico, Morocco, Namibia, Netherlands, New Zealand, Nigeria, Oman, Pakistan, Philippines, Portugal, Romania, Saudi Arabia, Scotland, Serbia, Singapore, Slovenia, South Africa, South Korea, Spain, Switzerland, Trinidad and Tobago, Turkey, Uganda, United Kingdom, United States, Uruguay, Zimbabwe

# COLLABORATION FUELS INNOVATION

At BMC, we believe that diverse networks produce more creative thinking and better problem-solving.

In order to help overcome pressing challenges in education, we are invested in building a community of people from various backgrounds, identities, and perspectives who share our specific goal of moving “beyond multiple choice” to better assess for effective learning, teaching, and training.



We recognize that building diverse networks requires intentional, persistent effort to overcome institutional silos that are a result of many social and historical factors.

We are always looking to improve in this area, and we invite partnership and ideas to help further our pursuit of being an inclusive and effective platform for dialogue and innovation around learning and assessment.

**“I found great value in this conference. I will also recommend future conferences to my colleagues.”**

- BMC 2021 Attendee

# CONTACT US

As always, we are flexible in the sponsorship opportunities available. To discuss the offers detailed in this prospectus, or any other ideas you may have, please reach out to:

## *In the US:*

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## About Perigean Technologies

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.



## 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.





*The Future of Assessment*