2022 MEDIA KIT
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.
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 1st, 2nd, and 3rd, 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.
In 2021, Beyond Multiple Choice attracted nearly 2,000 total unique individuals to register for our April seminar and November conference.

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

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

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

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.

*Data as of December 2021*
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

Lacrecia 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
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Cambridge Assessments  Miami Dade Public Schools  Uber Technologies, Inc.  US Air Force

SAMPLE REGISTRANT JOB TITLES

District Superintendent  Chief Education Officer  Instructional Designer  Assessment Director
President/CEO  Senior Researcher  Learning Specialist  Technology Coordinator

REGISTRANT COUNTRIES

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
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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Fredericksburg, Virginia

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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.

**In the UK:**
Assessment Tomorrow  
Broxbourne, United Kingdom

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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.
The Future of Assessment