BE A PART OF THE WORLD’S LARGEST AWARDS IN INNOVATION AND CREATE A NEW REMARKABLE
About QS

QS Quacquarelli Symonds is the world’s leading provider of services, analytics, and insight to the global higher education sector, whose mission is to enable motivated people anywhere in the world to fulfill their potential through educational achievement, international mobility, and career development.

About Wharton

The World’s First Business School

For more than 135 years, Wharton has been the place where visionaries, inventors, and trailblazers get their start.

In 1881, American entrepreneur and industrialist Joseph Wharton established the world’s first collegiate school of business at the University of Pennsylvania — a radical idea that revolutionized both business practice and higher education.

Since then, the Wharton School has continued innovating to meet mounting global demand for new ideas, deeper insights, and transformative leadership. We blaze trails, from the nation’s first collegiate center for entrepreneurship in 1973 to our latest research centers in alternative investments and neuroscience.
The Origins

Reimagine Education was first launched in 2014, the joint brainchild of QS’s CEO Nunzio Quacquarelli and Jerry Wind, Lauder Professor at the Wharton School.

As providers of the world’s most popular university ranking since 2004 – the QS World University Rankings – Quacquarelli recognized that the tables compiled by QS were still reliant on proxies to measure teaching quality.

They recognized that pedagogical innovation would be essential if educational institutions were to successfully incorporate technological advancements into their curricula in evidence-based ways. Thus, Nunzio Quacquarelli and Professor Jerry Wind created the Reimagine Education competition as a means by which educators would be encouraged to come forward and share best practices.

QS offered a prize fund of $50,000 to the most effective, original approach that improved teaching or learning outcomes: thus, Reimagine Education was born.
“We seek to examine the fundamental ways in which both education and work are going to change over the coming decades - and to make sure the world is prepared for those changes. No one sector has all the answers here. We need government input; we need universities at the table; we need employers to tell us what they need to thrive throughout the fourth Industrial Revolution. So we bring Google, Microsoft, Amazon, Intel to the table, we bring leaders from government educational departments, we bring Harvard, Cambridge, MIT and UCL, and we bring those behind some of the best edtech startups in the world. They come together, and each brings their needs, concerns, and perspectives with them. The result is something far more than just a trade show - it’s a forum that does more than perhaps any other to foster an integrated, holistic understanding of the future of education.”
Community Built-in 2020

- **2304** Delegates registration
- **1308** Visit booth
- **1425** Applications
- **260+** International judges
- **588** speed networking participant

**Top 10 Countries**

- United States
- United Kingdom
- Israel
- India
- Hong Kong
- Saudi Arabia
- Singapore
- Colombia
- Mexico
- Australia

**Partners from:**

- Coursera
- Harvard
- Microsoft
- Salesforce
- MIT
- edX
- IBM
- Caltech
- University of Cambridge
- Amazon Web Services
- The Wharton School
- UCL and many more!

**Geographical Distribution**

- North America: 27%
- Asia: 25%
- Europe: 17%
- Middle East: 14%
- Oceania: 9%
- Africa: 6%
- South America: 2%

**Job Titles**

- Leadership: 39%
- Strategy and Planning: 27%
- Admissions and Marketing: 1%
- International Office: 1%
- Others: 32%

**Sector**

- HE Institution: 53%
- Private: 45%
- Government: 1.5%
- International Organization: 0.3%
- Others: 0.2%
WHY Partner with us?

Reimagine Education will deliver a highly informative and interactive five-day conference, set in a virtual environment, where higher education leaders and faculty, innovative edtech top companies and startups, global employers, visionary foundations and influential policy makers meet to share knowledge, best practices, connections and ideas.

Represent your brand to over 2300 influential Reimaginers!

Meet key decision makers from the most prestigious Universities from around the globe

Showcase your transformational technology to decision makers looking to invest in digital solutions

Understand the needs of your community or target audience with case studies and expert led content

Connect with peers, investors and experts and create new collaborations and partnerships
Past Key Speakers

Nina Huntemann
Senior Director of Academics & Research, edX

Razan Fasheh-Roberts
Senior Director for Strategic Engagement and Communications, Salesforce

Mark Jansen
Leader, Data & Analytics Practice and Data Trust Services, PwC

Jim Shelton
Former President, Education, Chan Zuckerberg Initiative

Armen Ovanessoff
Principal Director, Accenture Research, Accenture

Getachew Engida
Co-President, China-African Leadership Development Institute, Tsinghua University

Prof Graham Virgo QC (Hon)
Senior Pro-Vice-Chancellor, Education, University of Cambridge

Barbara Kurshan
Executive Director of Academic Innovation, Penn Graduate School of Innovation

Rose Luckin
Professor of Learner Centred Design and Director, UCL EDUCATE

Sarah Toms
Executive Director, Wharton Interactive, The Wharton School

Anthony Salcito
Vice President - Worldwide Education, Microsoft

Tara Pettus
Industry Lead, Disruptors, Facebook

Marco Xu
Vice President of Huawei 5G Product Line, Huawei

Maria Spies
Co-CEO, HolonIQ

Jonathan Rochelle
Former Product Management Director, Google

Bambang Susantono
Vice-President for Knowledge Management and Sustainable Development, Asian Development Bank

Satya Nitta
Former Global Head of AI solutions for Learning, IBM Watson

Carla Aerts
Founder and Futures of Learning Consultant, Refracted!

Steven Gang Li
CFA Chief Analyst, Vice-Dean, Tencent Research Institute

Anshul Sonak
Senior Director - Global AI Readiness, Intel Corporation
Our Partners
Awards Sponsorship Opportunities

Sponsoring one of the Reimagine Education Awards allows organizations and institutions to showcase their commitment to foster educational innovation, more equitable access to quality learning, and student employability by supporting those innovators who were chosen to win one of education’s ‘Oscars’.

Award Sponsors will enjoy a yearlong branding campaign that will reach students, universities, schools and edtech companies from all corners of the globe.

If you are interested in a detailed breakdown of the benefits of sponsoring, please contact reimagine@qs.com.

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**Overall Awards ($50,000)**

**Award Categories ($15,000)**

- AI
- VIRTUAL REALITY/AUGMENTED REALITY
- BEST EDUCATIONAL APP
- E-LEARNING
- HYBRID LEARNING
- NURTURING EMPLOYABILITY
- PRESENCE LEARNING & TEACHING
- LEARNING ASSESSMENT
- NURTURING WELLBEING & PURPOSE
- SUSTAINABILITY EDUCATION
- ENHANCING ACCESS & AFFORDABILITY
- K12
- INNOVATION IN LEARNING SCIENCE
- BEST ONLINE PROGRAM
- BUSINESS EDUCATION
- ICT TOOLS FOR TEACHING, LEARNING, AND SUPPORT

**Discipline Awards ($7,500)**

- ARTS & HUMANITIES
- ENGINEERING & IT
- LIFE SCIENCES
- NATURAL SCIENCES
- SOCIAL SCIENCES
- AFRICA
- ASIA
- EUROPE
- LATIN AMERICA

**Regional Awards ($7,500)**

- MIDDLE EAST
- OCEANIA
- USA & CANADA
Thought-Leadership Sponsorship Opportunities

As the Reimagine Education project moves into its 8th year, achieving rising prestige and growth, we welcome sponsors who want a global platform to showcase their thought-leadership in the education sector, and are excited as we are to create a unique experience for the Reimagine Education Awards international audience.

Our conference sponsorship packages range from providing sponsors with a virtual booth, avatars and visibility at the virtual conference, to supporting existing activities (eg. Speed Networking Sessions, Virtual Roundtables, and panels), or even co-curate interactive sessions, workshops, roundtables or talks moderated by the sponsor.

We are also happy to have a chat if you would like sponsor and curate a full conference track or host a conference day (in person or virtual).

Conference Sponsorship Packages (contact reimagine@qs.com for details)

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<th>Platinum</th>
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Thank You!

Info is accurate as of June 2021

Please contact reimagine@qs.com to find out how you can get involved