GLOBAL FORUM PARTNERSHIP PACKAGE

2021 VIRTUAL PRME GLOBAL FORUM
16-17 JUNE
In 2007, The Principles for Responsible Management Education (PRME) was established as a United Nations-supported initiative to raise the profile of sustainability in schools around the world. As a UN Global Compact initiative, PRME equips today’s business students with the understanding and ability to deliver change tomorrow.

As we begin the Decade of Action, just six years after the adoption of the Sustainable Development goals, the world is not on track to achieve the 2030 Agenda. The converging crises of climate change, a deadly global pandemic, worsening social and economic inequality, and unchecked corruption, have been compounded by a retreat from global cooperation. Furthermore, rising dropout rates and lack of preparedness for the future of work threaten the ability of future leaders to deliver change. More now than ever, there is a need for the business and academic communities to engage with the UN, Governments and civil society to address these challenges.

The 2021 Virtual PRME Global Forum will focus on the strategic vision to accelerate and scale the global collective impact of responsible management education. It will bring together stakeholders from business, academia, the United Nations, the public sector and the PRME community to accelerate the positive impact responsible management and business education can make on the leaders of tomorrow. Join over 1,000 fellow leaders to envision and shape the future of business and management education in support of the global effort to achieve the Sustainable Development Goals (SDGs).

TOGETHER, WE CAN TRANSFORM BUSINESS AND MANAGEMENT EDUCATION TO EMPOWER STUDENTS TO DELIVER CHANGE FOR A BETTER WORLD.
THEMES AND FOCUS AREAS

- Collaboration and strategic alignment of PRME and UNGC for collective impact (Global and Local perspective)

- Advancing management education in key priority areas including business and human rights, decent work, gender equality, climate change and sustainable finance amongst others

- Advancing strategic partnerships for impact and amplification

- Focus sessions for PRME Chapters, Working Groups, Deans, Champions, Students, Partners and more

- Student-led sessions on the value of sustainability-focused education in building competencies for the future and announcement of student-engagement initiatives

- Presentation of PRME Recognition Awards
WHY THE GLOBAL FORUM?
Reach an Influential Audience

- **860+ Higher Education Institutions** from 96 countries committed to responsible management education with an estimated reach of 3 million students
- **Over 1000 participants**
- **25+ panels** on RME research, curricula, partnerships, dialogue and more
- **70+ speakers** and thought leaders from around the world
- Key publications presented

Data based on 2020 Global Forum.
WHY THE GLOBAL FORUM?
Align with the world’s leading UN and responsible management stakeholders
WHY THE GLOBAL FORUM?
Thought leadership from high-profile sustainability and responsible management education speakers

Ilian Mihov, Dean, INSEAD
PRME Board Chair

Sanda Ojiambo, CEO and Executive Director
UN Global Compact

Judy Samuelson, Founder and Executive Director, Aspen Institute
Business and Society Program, VP, Aspen Institute

Tima Bansal, Board Member, PRME Board Founder, Network for Business Sustainability

Steve Kenzie, Executive Director, Global Compact Network United Kingdom

Stefania Giannini, Assistant Director-General, UNESCO
PRME Board Member

Prof. Dr. Jikyeong Kang, President and Dean, Asian Institute of Management

Maxime Lakat, Chair of Youth Council & Co-President of Desautels Sustainability Network
CUSTOM GLOBAL FORUM PARTNERSHIP PACKAGES

4 SPECIALIZED PACKAGES STARTING AT $5,000

Content Studio + Branding
A dedicated virtual Content Studio booth open for the entire 2 days of events. This digital activation invites attendees to learn about your organization, download white papers and case studies, and offers a space for bilateral networking.

Thought Leadership Spotlight
Feature in a conversation with deans, PRME partners and PRME sponsors.

Content Capture + Amplification Content
Content from panels, events and booths may be captured by PRME as video, articles, galleries, and social media to extend partnership benefits beyond the event. Custom content is designed for partners, speakers and sponsors. Samples upon request.

PRME Website Innovation Showcase
Present your company’s innovative sustainability work on a dedicated Sponsor webpage on the official PRME website.
# GLOBAL FORUM PARTNERSHIP PACKAGES

## GOLD

### Content Studio + Global Forum Branding and Innovation Showcase

**$10,000**

- 10-15 minute Ted-Talk Style Presentation on PRME website
- Content Studio to feature content, host live discussions, and engage with audience members
- Network and schedule meetings with audience members
- Branded exposure on event website, virtually on the main stage, in the pavilion and email promotions
- Lead Capture showing who visited content studio and Innovation presentation
- Complimentary registrations for your employees and staff

## SILVER

### Content Studio + Global Forum Branding

**$7,500**

- Content Studio to feature content, host live discussions, and engage with audience members
- Network and schedule meetings with audience members
- Branded exposure on event website, virtually on the main stage, in the pavilion and email promotions
- Lead Capture showing who visited content studio and Innovation presentation
- Complimentary registrations for your employees and staff

## BRONZE

### Global Forum Branding

**$5,000**

- Branded exposure on event website, virtually on the main stage, in the pavilion and email promotions
- Network and schedule meetings with audience members
- Complimentary registrations for your employees and staff
<table>
<thead>
<tr>
<th>Global Forum Partnership Opportunities</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</tbody>
</table>
CONTACT US

For more information regarding these sponsorship opportunities, please contact:

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Sign up for a time to discuss these opportunities HERE

Register for the 2021 Virtual PRME Global Forum HERE.

"The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals."

Antonio Guterres, United Nations Secretary-General