



GIFTED 2010

Thinking smart • Effective partnerships for talent development

AN OPPORTUNITY
TO HELP SHAPE
OUR COUNTRY'S
FUTURE TALENT

11TH ASIA PACIFIC CONFERENCE ON GIFTEDNESS

SPONSORSHIP AND EXHIBITION

SYDNEY CONVENTION & EXHIBITION CENTRE
DARLING HARBOUR AUSTRALIA

29 JULY – 1 AUGUST

gifted2010.com.au



NSW ASSOCIATION FOR GIFTED
AND TALENTED CHILDREN INC



ASIA-PACIFIC FEDERATION
OF WORLD COUNCIL FOR GIFTED
AND TALENTED CHILDREN

On behalf of the Australian Association for the Education of the Gifted and Talented (AAEGT), we look forward to you joining us for the 11th Asia Pacific Conference on Giftedness. The theme of our conference is *Thinking Smart: Effective Partnerships for Talent Development*, which signals our belief that we all need to work collaboratively to ensure that gifted students are provided with the best possible education. It is an important time for gifted education internationally and we have secured dynamic gifted educators from across the globe to stimulate and challenge our thinking. It will be a great opportunity to connect with educators from Australia, the Asia-Pacific rim and beyond.

The AAEGT is committed to raising the profile of gifted education through the promotion of professional knowledge and skills, policy development and advocacy, research and scholarship, and the dissemination of information.

Hosting the Asia Pacific Conference in 2010 is part of that commitment. The Asia Pacific Federation is affiliated with the World Council for Gifted and Talented Children and holds its biennial conference in even years while the World Council holds its biennial conference in odd years. This provides members from the Asia Pacific rim an opportunity every year to gather together, to share ideas, and renew enthusiasm for meeting the needs of gifted children, their families, and their teachers.

You and your organisation play an important and valuable role in this dialogue and exchange. Effective partnerships are paramount to the focus of the Conference and we invite you to review the sponsorship and exhibition opportunities and partner us in what we believe will be an engaging and significant conference in 2010.

Wilma Vialle
President

Catherine Wormald
Sponsorship Convenor

INVITATION

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11TH ASIA PACIFIC CONFERENCE ON GIFTEDNESS



SYDNEY

Sydney Convention
and Exhibition Centre
Darling Harbour
Sydney NSW
Australia
www.scec.com.au





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PROGRAM
OUTLINE

ABOUT THE CONFERENCE

The Asia-Pacific Conference on Giftedness, in its 11th year, is held biennially, alternating with the biennial conference of the World Council for Gifted and Talented Children.

The Asia-Pacific Conference on Giftedness is organised under the aegis of the Asia-Pacific Federation of the World Council for Gifted and Talented Children and is affiliated to the World Council for Gifted and Talented Children. Members of the Asia-Pacific Federation come from Australia, China, Hong Kong SAR, Indonesia, India, Malaysia, New Zealand, the Philippines, Saudi Arabia, Singapore, South Korea, Taiwan and Thailand.

ABOUT THE HOST

11TH ASIA PACIFIC CONFERENCE ON GIFTEDNESS

NATIONAL BODY WITH REPRESENTATION FROM ALL STATES AND TERRITORIES

The Australian Association for the Education of the Gifted and Talented (AAEGT), the host of the 11th Asia Pacific Conference on Giftedness, is a national body with representation from all states and territories with a membership of over 1200 educators, policy makers and parents of gifted children.

The AAEGT came into existence in May 1985 as a result of a growing recognition among educators of the need for the establishment of a national body as a focus for the endeavors of Australian teachers and parents in the field of gifted education. The founders of AAEGT were driven by the need for a national forum that provided accurate information, as well as support, advocacy and networks across the nation.

AAEGT OBJECTIVES

- > To ensure equitable and socially just educational provisions for the gifted and talented.
- > To focus attention on the gifted and talented and their valuable potential contributions to the welfare of Australia.
- > To stimulate and encourage further research into the nature of giftedness, talents, creativity and the education and development of the gifted and talented; and to disseminate the results of such research.
- > To assemble, for an exchange of ideas and experiences, people from throughout Australia and beyond, interested in the gifted and talented.
- > To persuade government to recognise the gifted and talented as individuals requiring special attention in formal educational programs.
- > To establish means for a continuing Australia-wide exchange of ideas, experiences, teaching and teacher-training techniques in respect of the gifted and talented.
- > To create a climate of acceptance of the gifted and talented as a valuable asset within Australia. Such individuals come from a variety of economic, social, racial and religious backgrounds and may show giftedness and or talent in intellectual, social, spiritual, aesthetic, physical or emotional spheres of human activity. They may have sensory, physical, emotional, behavioral and learning disabilities.



MARKETING REACH

SYDNEY
AUSTRALIA

WORLDWIDE MARKETING AND COMMUNICATIONS ARE BEING CONDUCTED TO ATTRACT THIS NICHE AUDIENCE.

The objective is to attract 800 plus participants from Australia and the Asia Pacific region to include; educators, policy makers, researchers, academics, administrators and community and health professionals and parents.

The conference market reach will include but not be limited to:

- > AAEGT Members
- > Australian State based associations for gifted and talented children
- > State Departments of Education and non-government educational authorities
- > International associations for gifted and talented children
- > Government and non-government schools
- > Public Schools offering gifted and talented programs
- > Australian and state based associations for principals, teachers and schools
- > Asia Pacific associations for principals, teachers and schools
- > Attendees of the 10th Asia Pacific Conference for Giftedness 2008 (Singapore)

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11TH ASIA PACIFIC CONFERENCE ON GIFTEDNESS

ONLINE

A dedicated conference website gifted2010.com.au has been developed and is already live. The website contains information relating to the conference program, facilitates on line registrations, the collection of academic papers and promotes sponsor partners of the conference. Gifted 2010 web links have already been placed on Australian and international websites, linking through to the conference website.

DIRECT MARKETING

Dedicated emails have already been distributed to all the members of the Australian Association for the Education of the Gifted and Talented and the Asia Pacific Federation.

Regular emails will be sent out leading up to the conference in July 2010 with conference updates including the announcement of sponsor partners.

ONSITE

Venue signage
Directional signage
In-room session signage
Trade exhibition

POST EVENT

Post Conference promotion will continue for 12 months via the conference website, the AAEGT and state based association websites and the Australasian Journal of Gifted Education.

ADVERTISING

Regular placement of ads promoting the conference and including the announcement of sponsor partners will be included in the *Australasian Journal of Gifted Education* leading up to the conference.

Ads promoting the conference will also be placed in the World Gifted newsletter and in the journal *Gifted and Talented International*.



TALENT DEVELOPMENT

OFFERING A HUGE OPPORTUNITY TO CREATE EFFECTIVE PARTNERSHIPS FOR TALENT DEVELOPMENT

- > The 11th Asia Pacific Conference on Giftedness offers you a rare opportunity to meet this community as one, in Australia.
- > Sponsors are given access to educators, policy makers, scholars, researchers, educational institutions and parents who are key to the development and education of gifted and talented children of all ages.
- > It provides opportunities to create meaningful partnerships with key decision makers well beyond the life of the conference.
- > It presents the opportunity for affiliation with a credible and reputable event that is widely regarded around the world.
- > It provides an opportunity to create new and strengthen existing partnerships with decision makers in education.
- > Develop new relationships, develop your brand or launch a new product via the exhibition.
- > Create an increased awareness and positioning of your brand as a leading supplier within the industry, both nationally and internationally.
- > Networking opportunities in a variety of formats will greatly enhance your long-term relationships and sales opportunities.



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11TH ASIA PACIFIC CONFERENCE ON GIFTEDNESS

CONFERENCE THEME

WHO ATTENDS?

BRINGING TOGETHER AN AUDIENCE OF 800 OR MORE PARTICIPANTS

The 11th Asia Pacific Conference on Giftedness will bring together an audience of 800 or more participants directly involved with gifted and talented children – principals, teachers, educators, academics, medical professionals, policy makers and parents from throughout Australia and the Asia Pacific Region.

The Youth Summit will attract approximately 300 talented and gifted children from Australia and the Asia Pacific Region.

The four day high caliber program will provide the opportunity for educators and professionals to gather for meaningful discussion, exchange ideas and opinions and learnings through plenary sessions and workshops covering

- > School-family partnerships
- > Learning communities
- > Technology
- > Teaching strategies
- > Dual exceptionality
- > Curriculum approaches
- > Indigenous students
- > Spiritual and emotional development
- > Advocacy and policy
- > Rural and isolated students
- > Creativity



YOUTH SUMMIT



SMART TRAK

Smart Trak is a four day convention for gifted and talented students aged between 8–20 years. The program provides opportunities for creative thinking, critical thinking, problem solving and team work – all skills relevant in a world of dramatic change and possibility.

The first day will involve participants being inspired by an opening keynote speaker who will share insights into the world of inventing, science and investigation. They will have the opportunity to get to know each other and form project teams for the following days where the teams will begin to learn about the process of inventing.

Day two will see participants meeting inventors, learning the finer details of problem solving and investigating the process of inventing in a series of short seminars led by experienced inventors and creative thinkers.

By day three, the teams will be ready to invent – choosing a particular category of invention, identifying the problem they aim to solve and sharing critical review sessions that will refine their thoughts and provide both peer and mentor review.

On the final day, each team will present their invention to a panel of reviewers and an audience of local youth for review and comment.

Mixed in with the serious program will be sessions that challenge the humour and quick thinking of our gifted youth that place them in spontaneous inventing and build confidence in thinking.

PROGRAM
OUTLINE

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KEYNOTE SPEAKERS

WE HAVE SECURED DYNAMIC GIFTED EDUCATORS FROM ACROSS THE GLOBE TO STIMULATE AND CHALLENGE OUR THINKING

Professor Laurence J. Coleman 

Professor, Judith Daso Herb Chair in Gifted Studies, University of Toledo, Ohio, USA.

Dr Coleman, award winner and author of two published books on gifted children, leads a research project about economically disadvantaged children of promise and prepares teachers of the gifted.

Professor Maureen Neihart 

Singapore, is a leading authority on the talent development in children, is a licensed child psychologist with more than 25 years of experience working with talented young people and their families.

Michele Paule 

United Kingdom is a Principal Lecturer in Education and Communication at Oxford Brookes University. Michele has lead England's national Excellence in Cities training programme for gifted and talented Coordinators. and has developed a range of academic and professional courses in the field, and undertakes consultancy for local, national and government organisations.

Professor Paul Chandler 

Australia Dean of Education at the University of Wollongong is regarded as an international expert in cognition and learning and has received numerous research and teaching awards. He is currently the most cited educational researcher appointed at any Australian University. In 2008, at a National Press Club event, Professor Chandler was awarded as one of Australia's ten most pre-eminent researchers.



SPONSORSHIP OPPORTUNITIES

EFFECTIVE
PARTNERSHIPS
FOR TALENT
DEVELOPMENT

THE 11TH ASIA PACIFIC CONFERENCE IS THE PERFECT OPPORTUNITY FOR YOUR BUSINESS TO REACH A TARGETED AND CAPTIVE AUDIENCE

Sponsoring this event provides an opportunity to develop meaningful partnerships with educators and students in the gifted and talented community that can be extended long after the life of the conference.

We have developed four key opportunities

- > Technology Partner
- > Youth Invention Partner
- > Think Bank Partner
- > Brain Power Partner

Each opportunity will allow for pre-conference promotion and on site activities during the conference. Partnership opportunities with the AAEGT are also available through selected activities for a 12 month period after the conference at state based events, in industry journals and newsletters.

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INTERESTED?
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TECHNOLOGY PARTNER

As Technology Partner, you will have the opportunity to participate in a series of on-site activities which will give you exclusive branding opportunities and engage with all the delegates using latest technologies. These include:

Technology Zone – \$8K

A new way to reach delegates with the convenience of technology. Engage and interact with delegates at the Think Bank or Youth Invention. You can ensure delegates are reminded of all key conference announcements whilst on site by providing free and rich mobile content such as video and audio from your branded transmission tower located in a prominent position in the exhibition area. Branded messages can be tailored to each delegate group, both the Think Bank and the Youth Summit.

Research and Recharge WiFi Lounge – \$8K

Your exclusive opportunity to naming rights and branding of the GIFTED2010 Research and Recharge WiFi Lounge, a daily hub and meeting place for delegates. A comfortable Research and Recharge Lounge will be available to all delegates, speakers and exhibitors at the conference. Situated in a prominent location in the Exhibition area, the Research and Recharge Lounge will be a well appointed, comfortable and fast facility.

Podcasting – \$6K

Be responsible for making all plenary sessions available post conference via the website. Featured plenary sessions will be pod cast and available for reference post conference to all delegates. Pod Casts will be promoted at each session over the duration of the Conference

YOUTH SUMMIT PARTNER

As the Youth Invention Partner, this provides you with the opportunity to engage with 300 of our country's most gifted and talented students plus their Asian Pacific counterparts. These students will spend 4 days participating in the Smart Trak program which stimulates the development of students' creativity and imaginations, thereby building a new generation of inventors.

Youth Summit Satchels – \$5K

Your company name and/or logo, together with conference logo to be over printed on the delegate satchel. The conference will provide a satchel for each delegate, the life of which extends long after the Conference.

Youth Summit Cap and T-Shirt Sponsor – \$2K

Have your logos printed on caps and t-shirts distributed to all delegates during the Youth Summit. Your logo will appear as part of the overall design encompassing the conference logo. Caps and T-shirts to be provided at the cost to the sponsor.

Youth Summit Name Badges and Lanyards – \$1.8K

Youth Summit Delegates all receive a conference name badge to be worn for the duration of the Conference. Have your branding on each name badge



SPONSORSHIP OPPORTUNITIES

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THINK BANK PARTNER

Think Bank Pre-Conference Workshop – \$5K

GIFTED 2010 is delighted to present the Think Bank Workshop Series on Wednesday 28 July 2010. The Think Bank Workshop provides a unique opportunity to engage delegates of GIFTED 2010 in an informal learning environment that fosters open dialogue in interactive workshops the day before the official conference opening. The Think Bank will also feature a one day Master Class. A Delegate attendance of 150 educators is anticipated.

Think Bank Program – from \$3K

Dynamic gifted educators from across the globe have been invited to deliver keynote presentations and stream sessions over the four days to stimulate and challenge our thinking. You will have the opportunity to sponsor a selection of presentations over the conference.

Think Bank Delegate Satchels – \$6K

Your company name and/or logo, together with conference logo to be over printed on the delegate satchel. The conference will provide a satchel for each delegate, the life of which extends long after the Conference.



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BRAIN POWER SPONSOR

Think Bank Name Badges and Lanyards – \$3K

Delegates all receive a conference name badge to be worn for the duration of the Conference. Have your branding on each name badge

Think Bank Program Book – \$2K

All delegates receive a pocket-sized mini-program. The pocket program contains a summary version of the Conference program including session details and exhibition information for ready reference each day with your logo prominently displayed.

Think Bank Program Boards – \$2K

What's on each day? Become the Oracle. Four daily programme boards with your logo will be prominently located at the venue for delegate reference each day.

Think Bank Program Materials – \$1K

Have your branded stationery available for all delegates use during the conference. Your pads and pens will be inserted into all delegate satchels and also be available for delegate use at the registration desk.

Become the official hospitality sponsor for the four day conference and enjoy knowing your company will be responsible for satisfying the hunger and feeding the brain of the Think Bank and Youth Summit delegation.

Welcome and Closing Reception – \$5K

Make an impact! First to be noticed and last to be remembered – a chance to welcome delegates with your branding at the Welcome Reception and once again as they depart.

Conference Catering – from \$3K

Have your company signage branding each of the refreshment breaks throughout the four days of the conference for both the Think Bank and Youth Summit programs

Conference Dinner – from \$5K

The social highlight of the conference will guarantee you the opportunity to host the delegates for an unforgettable evening of entertainment and merriment in a relaxed atmosphere. A most valuable networking and branding opportunity.

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FURTHER
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**WE ARE PLEASED TO WORK WITH YOU
TO TAILOR INDIVIDUAL SPONSORSHIP
PACKAGES TO SUIT YOUR BUDGET AND
MARKETING OBJECTIVES.**

If you and your organisation are interested in opportunities to help shape our country's future talent please contact Helen McGowan, Sponsorship and Exhibition Manager on +61 3 9645 6311 helen@wsm.com.au or Laura Hampton, Conference Manager on +61 2 8249 4047 laura@wsm.com.au