



AUE INTERNATIONAL INSTITUTIONAL ACCREDITATION FORUM

1.1 ABOUT UNIVERSITY

American University in the Emirates (AUE) motto is that “Nothing is Impossible” and through this empowering phrase it continuously nurtures its students to take on their studies like taking in working world, through a perfectly constructed pathway to success.



Accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)



Since establishing in 2006 with accreditation from the Ministry of Education, AUE has grown with an ever-increasing number of students from 25 different specializations. With an American educational system intact, AUE boasts seven colleges:

- College of Business Administration (AACSB Accreditation)
- College of Computer Information Technology (ABET Accreditation)
- College of Design (NASAD Substantial Equivalency)
- College of Education
- College of Law
- College of Media & Mass Communication
- College of Security and Global Studies

Accredited by the Commission for Academic Accreditation (CAA), Ministry of Education, United Arab Emirates.

1.2 ABOUT FORUM

BRIDGING BORDERS

CHALLENGES AND SOLUTIONS IN THE INTERNATIONAL INSTITUTIONAL ACCREDITATION LANDSCAPE

This one-day International Institutional Accreditation Forum (IIAF) provides a unique opportunity to explore the ever-evolving landscape of International Institutional Accreditation. IIAF will prioritize Institutional Accreditation and learning from best practices will aim to gain insights into the fundamental aspects and anticipated requirements at each stage of the accreditation process by fostering meaningful group interactions. The forum will provide you with the expertise and materials necessary to circumvent typical challenges encountered throughout the accreditation processes. Join us for a collective exploration of strategies and resources.

Expect a diverse lineup of panels, interactive sessions, and visionary keynote speakers. Gain fresh perspectives and invaluable skills that can prepare you to lead your University to a dynamic and impactful future. Featured topics include:

- 1. Navigating Challenges in Higher Education*
- 2. Bridging Borders and Harmonizing Quality - Solutions for the Varied Challenges of International Accreditation*
- 3. Cultivating Excellence - Challenges and Solutions in the International Accreditation Landscape*

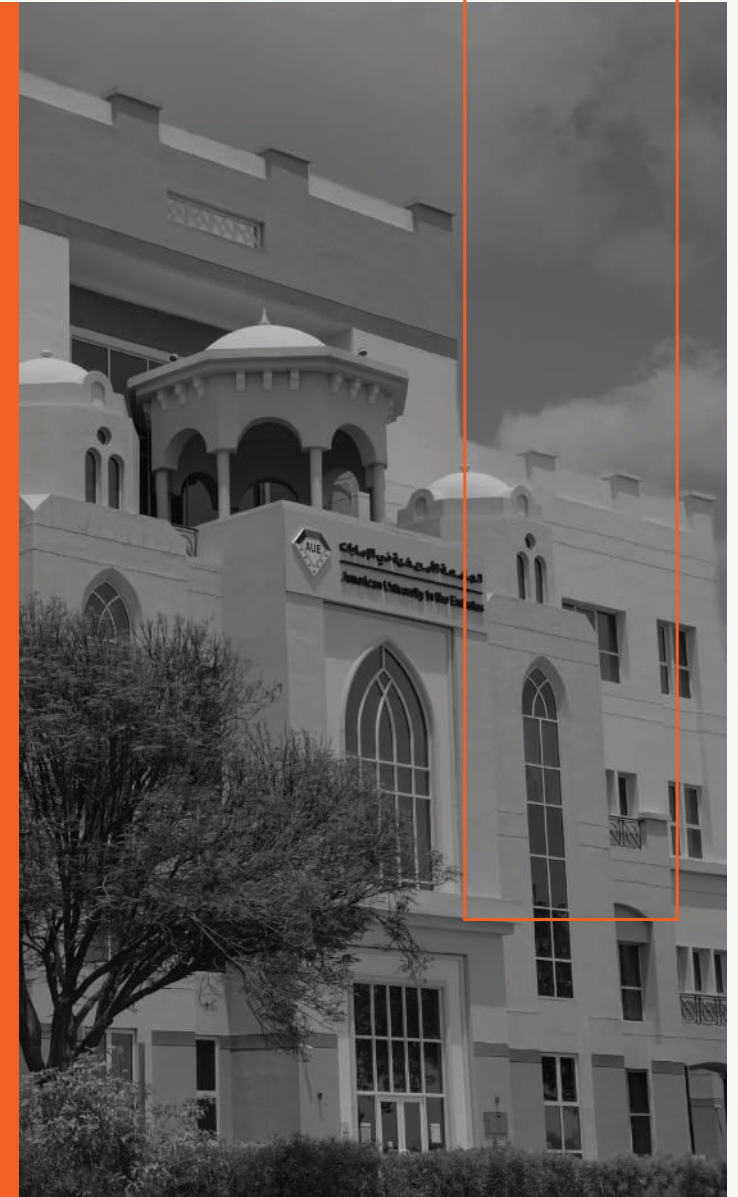
Participants and Attendees will include Ministers, Directors of Accreditation Bodies, Presidents, Chancellors, Provosts, Vice Presidents, Deans, Quality Assurance Directors, and other concerned individuals and offices.

Click here for more info:
<https://iiaf.aue.ae/>

1.3 OVERVIEW

The International Institutional Accreditation Forum aims to achieve the following:

- 1. Understand and explore the purpose and philosophy of institutional accreditation and learn the importance of quality enhancement through ensuring financial sustainability.*
- 2. Review SACSCOC Standards and Principles of accreditation to understand how they build on each other and assure quality at the University.*
- 3. Build a network of peers and have an opportunity to ask questions.*
- 4. Measuring and maximizing your institution's impact on student's services and elevating the quality of teaching, enhancing hands-on experience, research, and community engagement.*
- 5. Establish a dynamic platform that promotes communication, sharing best practices, and cooperation among institutions in the most effective techniques for accreditation.*
- 6. Enhance mutually beneficial connection between SACSCOC and CAA as well as other accreditation bodies in the region that request their Higher Education Sector to achieve International Institutional Accreditation.*
- 7. Initiate and support open conversations for the creation of a bilateral Memorandum of Understanding (MoU) between CAA, SACSCOC, and other regional accrediting bodies.*



1.4 SPONSORSHIP PACKAGES

Sponsorship Opportunities with AUE Events

1. BENEFACTOR-LEVEL SPONSORSHIP BENEFITS: INVESTMENT: USD 30,000

- Logo recognition on the Forum website, the AUE event app, and the “Know Before You Go” email sent to Forum attendees.
- Sponsor logo included on the branding material, bags, etc.
- Exhibitor listing on the Forum website.
- Dedicated social media posts during the Forum recognizing sponsorship.
- Logo and Name of partner on AUE Social Media Accounts (Instagram, Snapchat, Facebook, TikTok, LinkedIn, YouTube).
- Sponsor recognition during opening remarks by MC.
- Banner advertisement to display in a Forum communication sent to all Forum attendees.
- Exhibit table throughout the Forum with the opportunity to distribute pre-approved materials to Forum attendees.
- Opportunity to display materials on high-top tables throughout the reception.
- Logo recognition on signage placed throughout the reception.
- Two complimentary Forum registrations including Networking Dinner.
- Sponsor’s custom branding on a column in a high-traffic area of the Forum.
- Logo on the photo booth wall/Media Zone.
- A complimentary one-page digital color advertisement in the Forum material on the app/website.
- Speaking Slot.



2. BENEFACTOR-LEVEL SPONSORSHIP BENEFITS: INVESTMENT: USD 25,000

- Logo recognition on the Forum website, the AUE event app, and the “Know Before You Go” email sent to Forum attendees.
- Exhibitor listing on the Forum website.
- Dedicated social media posts during the Forum recognizing sponsorship.
- Logo and Name of partner on AUE Social Media Accounts (Instagram, Snapchat, Facebook, TikTok, LinkedIn, YouTube).
- Sponsor recognition during opening remarks by MC.
- Banner advertisement to display in a Forum communication sent to all Forum attendees.
- Exhibit table throughout the Forum with the opportunity to distribute pre-approved materials to Forum attendees.
- Opportunity to place materials on high-top tables throughout the reception.
- One complimentary Forum registration including Networking Dinner.
- Sponsor’s custom design on three large, four-sided cubes placed in a high-traffic area.
- Sponsor’s custom branding on a wall in a high-traffic area of the Forum.
- Logo on the photo booth wall/Media Zone.



3. BENEFACTOR-LEVEL SPONSORSHIP BENEFITS USD 20,000

- Logo recognition on the Forum website and the “Know Before You Go” email sent to Forum attendees.
- Logo recognition on social media, the Forum material, the event app, and signage at the Forum site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- Table provided during the sponsored breakfast for the distribution of pre-approved materials.
- Sponsor logo included on the branding material, bags, etc.
- Interactive Marketing Interviews.
- A complimentary digital one-page, advertisement in the Forum material website/app.
- Logo on the photo booth wall/Media Zone.



4. BENEFACTOR-LEVEL SPONSORSHIP BENEFITS USD 15,000

- Logo recognition on the Forum website and the “Know Before You Go” email sent to Forum attendees.
- Logo recognition on social media, the Forum material, the event app, and signage at the Forum site.
- Sponsor recognition during opening remarks and on pre-keynote screens.
- A complimentary digital one-page, advertisement in the Forum material website/app.
- Logo on the photo booth wall/Media Zone.
- Logo on lanyards.
- Interactive Marketing Interviews



5. BOOTH(ONLY) USD 3,000

- Allocated Space to Exhibit, including 3m x 1m Table and two Chairs.

