

# Assessment Tomorrow

Asia/Pacific Regional Conference  
and Exhibition, 2<sup>nd</sup> and 3<sup>rd</sup> June  
2011, Singapore

Assessment Systems for the 21<sup>st</sup> Century

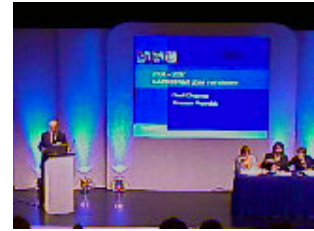
The use of e-Assessment is increasing world-wide and is defined as the use of technology to measure skills, knowledge and understanding. Within education (from the school room to the post graduate seminar), trainers, Government Agencies and test providers are actively engaged in developing technology based assessment solutions that enable them to provide reliable, flexible assessment for learners, students and employees.

Assessment Tomorrow is one of the leading international organisers of conferences and exhibitions focussing solely on e-assessment.

Drawing on expertise from the US, Asia, Europe and the UK, it manages conferences, seminars and exhibitions aimed at informing and assisting policy makers, assessment developers and providers in education, corporate training and certification. Conferences cover implementing e-assessment in the work place and in the classroom and provide the opportunity to understand and successfully implement e-assessment solutions, debate the issues and find out about the latest developments.

In partnership with Singapore Education Academy and SBF-PICO Events (a joint venture between Singapore Business Federation and Pico Art International), Assessment Tomorrow is now planning a 2-day regional conference and exhibition to be held in Singapore in June 2011.

This Conference and Exhibition will be an excellent opportunity for sponsors and partners to position themselves in the market and be associated with a high profile series of events developing the burgeoning world-wide interest in e-assessment.



## Overview of the Conference

The Conference and Exhibition will be a two-day event focussing on the development and use of 21<sup>st</sup> century assessment methodologies with an emphasis on the role that technology can play to improve assessment techniques. A key feature of the event on both days will be sessions devoted to the way in which serious gaming technologies are being brought to play in the assessment market.

The Conference will be divided into two distinct one day programmes.

The first day will concentrate on education and the classroom, looking at both formative and summative assessment and the use of technology in examination systems. The programme will look at developments in the use of scanning and on-screen marking, the use of e-portfolios and mobile technology and the exciting prospects for bringing games theory to the world of formal assessment. On day two we are planning to give education delegates the opportunity to visit some of Singapore's innovative education establishments.

The second day will be devoted to using e-assessment in corporate training and development. The programme will look at the corporate use of e-assessment from testing in large-scale training programmes to its use in continuing professional development and the on-going needs of some sectors to continually re-certify employees in order to maintain licences to operate. The corporate sector also continues to innovate as it tackles the challenges of maintaining the global quality of employee skills to measuring the skills sets of new employees.

Alongside the Conference, there will be an exhibition of companies involved in e-assessment developments.

## Conference Objectives

Our objectives are to help organisations answer the following questions:

- What is "e-assessment"?
- How can e-assessment improve teaching and learning?
- What technologies can be brought to bear on assessment in both the education and corporate domains?
- What is involved in developing an e-assessment facility?
- What added-value does technology bring to assessment?
- How can technology be used to optimise the talent pool of employees and learners?
- When is e-Assessment appropriate and successful and when is best practise and quality achieved?
- Who is involved in ensuring a successful development?

## The Audience

Who will attend?

- decision makers and representatives from Government, educational agencies, examination bodies, professional bodies across the Asia/Pacific region,
- senior managers from schools, colleges, training organisations and educational authorities,
- directors and managers from Human Resources, recruitment and training and assessment
- leaders in IT research and development staff working in the use of IT to support learning and teaching or continuing professional development
- teaching and learning and training experts from industry, government and Higher Education

Previous experience suggests that the audience will comprise key decision makers from the education and corporate training markets together with the policy makers and strategists from Government Education Ministries and Government and private education agencies and organisations.

## The Opportunity

This Conference will draw together high-quality delegates from across the Asia/Pacific region together with speakers and companies drawn from the global community of assessment development organisations.

This will provide Singapore with a unique opportunity to host the first Asia/Pacific Conference in a niche market of growing importance as Governments and other organisations world-wide respond to the introduction of technology in this area. In education in particular, the introduction of technology to the assessment system is only just beginning to be address. Already, however, policy-makers are recognising the value in improved engagement and achievement that technology can bring.

This first Conference will provide organisations engaged in education, training and assessment with the opportunity to promote their organisation to delegates from across the region. Opportunities exist for organisations to become:

- Platinum sponsor with exclusive rights to access delegates, provide input to the event and to promote their organisation
- Gold sponsors
- Silver sponsors
- Niche opportunity sponsors – e.g. badges, lunches

The organisers will also wish to contact a travel partner to work with us to bring delegates from across the Asia/Pacific region who are also likely to want to purchase added-value travel services during their stay in Singapore.

[www.assessmenttomorrow.com](http://www.assessmenttomorrow.com)

## Assessment Tomorrow

Assessment Tomorrow is one of the leading international organisers of conferences and seminars in the field of e-Assessment. Drawing on expertise from the UK, Europe and worldwide, it organises conferences and seminars aimed at providing policy makers, assessment developers and people implementing e-Assessment in schools, colleges and training providers with the opportunity to debate the issues and find out about the latest developments.

To date, conferences have been run in London, Manchester, Birmingham, Glasgow, Edinburgh, Dublin, Kuala Lumpur, Bangkok, Bangalore, Kolkata, Delhi and Hong Kong. Between 2010 and 2011, further conferences and seminars will be taking place in London, Edinburgh, Kuala Lumpur, Dubai, Singapore and three seminars in India. Each conference has its own theme, aimed at a particular aspect of the market or the development needs of the region. Example programmes and other details from our previous conferences and seminars are available from [www.assessmenttomorrow.com](http://www.assessmenttomorrow.com).

The conferences provide opportunities for e-Assessment organisations to sponsor and exhibit as well as provide speakers with the opportunity to present to audiences which include key purchasers and users of assessment systems. Assessment Tomorrow will also tailor and design seminars for individual companies or organisations such as Government agencies. Be it a series of breakfast meetings or a one day seminar, Assessment Tomorrow will organise, promote and manage events aimed at particular groups of clients or for the launch of new products and services.

Working with experienced professionals and other companies, Assessment Tomorrow can also provide e-Assessment project consultancy. We can access a range of services including assessment design, assessment delivery systems, design services and system evaluation.

### Contact

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## Sponsorship Packages

Package	Opportunity	Value
Platinum Sponsor	<p>The Platinum Sponsor will headline all the event promotion and publicity, including web-site, conference material, stage, banners. PR etc. Stand space in the exhibition will be available in a key location.</p> <p>This will be a unique opportunity to be associated with a new Asia/Pacific event and with the development of technology to support assessment in the education and corporate markets.</p>	<p>GBP£10,000 SGD 21,000 US\$ 15,500</p>
Gold Sponsors	<p>The Gold Sponsors will feature on all the event promotion and publicity and be associated with the event through web links etc. Stand space will be available in the exhibition.</p>	<p>GBP£5,000 SGD 11,500 US\$ 7,750</p>
Silver Sponsors	<p>Smaller organisations can be associated with the event through a Silver Sponsorship. They will be featured on appropriate promotion and publicity and through web-links.</p>	<p>GBP£2,500 SGD 5,750 US\$ 3,875</p>
Niche Sponsors	<p>There will also be opportunities for “niche” sponsors to provide sponsorship for a range of conference activities e.g. bags, lunches. Niche sponsors will have the opportunity to promote their organisation through the activity including, for example, make a short presentation prior to lunch they are sponsoring.</p>	<p>Fee subject to agreement.</p>

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