



3rd Vice Chancellor's Forum

Universities in the Islamic World
Facing Global Challenges

3rd Le Forum des Vice Chanceliers

Les Universites du Monde islamique:
Les Defis de l'Internationalisation

3rd منتدى رؤساء الجامعات
جامعات الدول الاسلاميه: تعديت العولمة

February 23-24, 2015
Islamabad-Pakistan

www.vcforum.org.pk



Introduction

The COMSATS Institute of Information and Technology Pakistan (CIIT) in collaboration with the Islamic Educational, Scientific and Cultural Organization (ISESCO), Ministry of Science and Technology, Government of Pakistan, Higher Education Commission, Pakistan and Federation of the Universities of the Islamic World (FUIW) is organizing the 3rd Vice Chancellors' Forum on "Universities in the Islamic World: Facing Global Challenges". The Forum is scheduled to be held on February 23-24, 2015 at Islamabad, Pakistan.

Mission

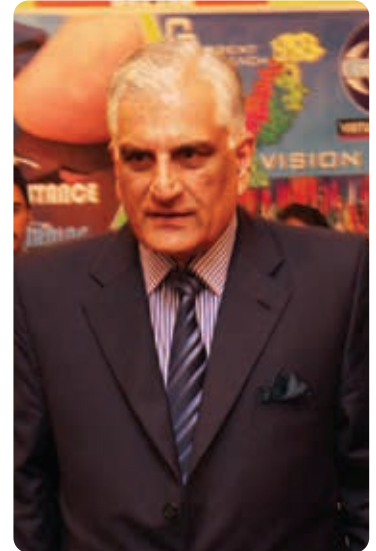
The Vice Chancellors' Forum on 'Universities in the Islamic World: Facing Global Challenges' will provide an excellent platform to deliberate and formulate recommendations on issues posing global challenges. It is expected that the Forum will provide an opportunity to the university leaders in the OIC member states in forging linkages for initiating joint academic programmes, promoting research, pooling resources, offering scholarships, promoting exchange of students, establishing centers of excellence and so forth.





3rd Vice Chancellors' Forum

The theme of 3rd Vice Chancellors' Forum is "Universities in the Islamic World: Facing Global Challenges". Globalization has its impact on all sectors of economy around the world. Higher Education is no exception. The changing educational paradigms and use of new technologies in teaching, research and commercialization offer immense promise. Realizing this, the 3rd Vice Chancellors' Forum is aimed at providing a platform where universities from the Islamic World are poised to collaborate and cooperate. They would benefit in the process and would possibly be better placed in contributing more to the socio- economic development of the regions in which they are located.



Date and Venue

The Forum will be held on February 23 -24, 2015 at Serena Hotel, Islamabad. The Forum would dilate upon the following:

Forum Themes:

- Fostering Links with Community
- Sustainable Higher Education Systems
- Sharing of Knowledge and Fostering Collaboration
- Higher Education, Innovation and Entrepreneurship
- International Landscape: Role of University Leadership
- Higher Education: New Visions for Future
- Role of Higher Education in Economic Revitalization
- Mapping International Research Collaboration – Future Trends
- Equality of Access and Role of Women in Higher Education and in Society
- Partnering with Industry



Objectives:

The specific objectives set forth include:

- The Forum will be aimed at pooling resources including but not limited to offering scholarships for higher studies;
- The Forum would help establish Virtual Centers of Excellence across the Islamic World;
- The Forum would provide a platform to the university leaders to formulate an agenda to cope with the rapidly changing environment and needs of global economy;
- The Forum would serve as an inspiration for the participants to draw plans, programs and set targets for their respective institutions;
- The Forum would help establish linkages and promote networking among the participating universities/institutions;
- The Forum would help promote exchange of students and faculty among the participating universities/institutions.

Main Event – 3rd Vice Chancellors' Forum:

- Creating Scholarship Pool
- Building Human Capital in the Islamic World
- Resource Sharing
- Personal Mobility
- Joint R & D
- Institutional Ranking in the Islamic World





The Sideline Events:

- State Dinner
- International Educational and Research Exhibition
- Social Gathering/ Recreation
- Spouse Engagement
- MOU Signings among Universities
- Forum Dinner with Cultural Night

State Dinner:

A Welcome Dinner is expected to be held in honor of the guests from the Islamic World.

The Chief Guest at inauguration will be one from the highest echelon in the country.

The Closing Ceremony will witness the presence of **Minister(s) of the Government of Pakistan, Chairperson of Higher Education** and other known dignitaries.

The Exhibition:

- The exhibition at the VC Forum will provide an excellent platform to showcase the University/Organization and to promote it among other respective institutes of the Islamic world from different perspectives.
- Moreover, it would provide an extra-ordinary opportunity to the University/Organization and to network with other participating universities.
- Multi-Nationals are expected to showcase their organization at the exhibition

Cultural Night and Dinner:

Culture is considered as one of the most powerful tools to minimize the gaps between different nations. An event showcasing the culture of Pakistan will be celebrated in the evening of 24th February, 2015 at Islamabad. It will be followed by a thematic dinner with live music. National and International artists will take part in the program to make it a memorable experience.



The Event Schedule: Welcome Dinner, February 22nd 2015 Day 1, Monday, February 23rd 2015

08:15 – 09:00	Welcome Desk/Registration/Networking, Lobby – Serena Hotel	
09:00 – 10:00	Opening Ceremony	Hall - Shamadan
10:00	Plenary/ Keynote Talk	
10:45	Tea/ Coffee Break	
11:30	Networking Session	Hall – Shamadan
13:00	Lunch/ Prayer Break	
14:00 – 15:45	General Assembly Session	Hall – Sheesh Mahal
15:45 – 16:00	Tea/ Coffee Break	
1600	Excursion	
20:00 – 22:00	Cultural Night	





Day 2, Tuesday, February 24th 2015

09:00 – 13:00	Hall – Sheesh Mahal	Hall – Shamadan
09:00 – 09:45	Panel Discussion – 1 Topic: Fostering Links with Community	Panel Discussion – 2 Sustainable Higher Education Systems
09:45 – 10:30	Panel Discussion – 3 Sharing of Knowledge and Fostering Collaboration	Panel Discussion – 4 Higher Education, Innovation and Entrepreneurship
10:30 – 10:45	Tea/ Coffee Break	
10:45 – 11:30	Panel Discussion – 5 International Landscape: Role of University Leadership	Panel Discussion – 6 Higher Education: New Visions for Future
11:30 – 12:45	Panel Discussion – 7 Role of Higher Education in Economic Revitalization	Panel Discussion – 8 Mapping International Research Collaboration – Future Trends
12:15 – 13:00	Panel Discussion – 9 Equality of Access and Role of Women in Higher Education and Society	Panel Discussion – 10 Partnering with Industry
13:00 – 14:00	Lunch/Prayer Break	
14:00 – 15:00	Bilateral Meetings/MOU Signing Ceremonies	Lobby of Sheesh Mahal
15:00 – 15:30	Presentation of Conference Report	Shamadan Hall
15:30 - 16:00	Discussion and Adoption of the Resolution	Shamadan Hall
16:00 – 17:00	Closing Ceremony	Shamadan Hall





Why be a Part of VC Forum 2015:

- One of the biggest Educational Forum of Islamic World.
- The Forum is expected to be attended by over 300 Vice Chancellors / Rectors / Presidents of the universities / higher education institutions of the Islamic World.
- The Forum would provide a platform to university leaders for fostering collaboration, strengthening cooperation and encouraging dialogue.
- Association with largest educational event of the Islamic World.
- Prime gathering of Higher Education of Pakistan.
- Highest Media attraction for National and International level.
- Recognition and Compliance with CSR Objectives.

Sponsorship Packages:

Supplement in “The News”

On the first day of the Vice Chancellors Conference a Special (Tabloid) Report carrying an in-depth review of the Challenges faced by the Higher Education Sector of Pakistan and their prospective solutions, will be published with the regular newspaper “The News.” The report will carry articles by leading figures from Academia and Researchers. An additional 5000 copies will be printed and distributed at the conference, leading National & International universities and organizations participating in the forum.

DIAMOND SPONSOR – PKR 4 Million

Media & Publications:

- The Diamond Sponsor will be offered two full page Color Advertisement (Tabloid) in the Special Report on the 1st day of VC Forum Conference in “The News” Combined edition.
- The Diamond Sponsor will be offered two full page write-up in Special Report on the 1st day of VC Forum Conference in “The News” Combined edition.
- Special Interview of the Diamond Sponsor will be carried in “The News” City Section.
- The Diamond Sponsor’s Logo will be carried in a prime position in the promotional advertisements of the Conference in Jang / The News.



Venue Branding:

- 45 - 60 seconds Promo will be aired on digital screen in the main conference and foyer area.
- The Diamond Sponsor will have total branding of Cultural Night / Gala Dinner.
- The Diamond Sponsor will enjoy venue branding for 2 days.
- The Diamond Sponsor will have 12 standees in the venue.
- The Logo will be prominently displayed on the Media Wall.
- Complete venue branding of Cultural Night Gala Dinner.

City Branding:

- Placement of logo on 500 Streamers & Banners and 2 Bridges.

Recognition At and Beyond the Event:

- The Logo will be prominently displayed on the invitation cards for Cultural Night and Dinner.
- The Diamond Sponsor will be presented with an acknowledgement shield.
- The Diamond sponsor will be given the opportunity to include giveaways, promotional material with the Conference Kit.
- 25 VIP passes for the Cultural Night & Dinner.
- Stall at the expo area.

Web Advertising:

- Recognition on Social Media.
- Logo in all web campaign and on event website.

PLATINUM SPONSOR – PKR 2 Million

Media and Publications:

- The Platinum Sponsor will be offered two full page Color Advertisement in this Special Report (Tabloid) on the 1st day of VC Forum Conference in “The News” combined edition.
- The Platinum Sponsor will be offered two full page write-up in Special Report on the 1st day of VC Forum Conference in “The News” Combined edition.
- The Platinum Sponsor’s Logo will be carried in the promotional advertisements of the Conference in Jang/The News.
- Special Interview of Platinum Sponsor will be carried in “The News” City Section.



Venue Branding:

- 45 - 60 seconds Promo will be aired on digital screen in the main conference and foyer area.
- The Platinum Sponsor will enjoy venue branding for 2 days.
- The Platinum Sponsor will have 08 standees at the venue.
- The Logo will be prominently displayed on the Media Wall.

City Branding:

- Placement of logo on 500 Streamers & Banners and 2 Bridges.

Recognition At and Beyond the Event:

- The Platinum Sponsor will be given the opportunity to include giveaways, promotional material with the Conference Kit.
- Words of Acknowledgment.
- 15 VIP passes for the Cultural Night and Dinner.
- Stall at the expo area.

Web Advertising:

- Recognition on Social Media.
- Logo in all web campaign and on event website.

GOLD SPONSOR – PKR 1 Million

Media and Publications:

- The Gold Sponsor will be offered full page Color Advertisement in the Special Report (Tabloid) on the 1st day of VC Forum Conference in “The News” combined edition.
- The Gold Sponsor will be offered full page color write-up in the Special Report on the 1st day of VC Forum Conference in “The News” Combined edition.



Venue Branding:

- 45 - 60 seconds Promo will be aired on digital screen in the main conference and foyer area.
- The Gold Sponsor's Logo will be carried in the promotional advertisements of the Conference in "The News".
- The Logo will be displayed on the Media Wall.
- The Gold Sponsor will have 5 branded standees at the venue.

Recognition At and Beyond the Event:

- Word of Acknowledgment.
- 08 VIP passes for the Cultural Night and Dinner.
- Stall at the expo area.

Web Advertising:

- Recognition on Social Media.
- Logo in all web campaign and on event website.

SILVER SPONSOR – PKR 0.6 Million

Media and Publications:

- The Silver Sponsor will be offered 20 cm x 5 columns page color advertisement in this Special Report on the 1st day of VC Forum Conference in "The News" combined edition.
- The Silver Sponsor will be offered 20 cm x 5 columns page color write-up in the Special Report on the 1st day of VC Forum Conference in "The News" Combined edition.

Venue Branding:

- The Silver Sponsor will have 2 branded standees in the venue.
- The Logo will be prominently displayed on the Media Wall as a Bronze sponsor.
- Promo Spots on display screen in the foyer area.



Recognition At and Beyond the Event:

- Word of Acknowledgment.
- 05 VIP passes for the Cultural Night and Dinner.
- Stall at the expo area.

Web Advertising:

- Recognition on Social Media.
- Logo in all web campaign and on event website.

Bronze Package – PKR 0.3 Million

- The Bronze Package Sponsor will be offered a 32 cm x 2 columns page color advertisement and write-up in the Special Report on the 1st day of VC Forum Conference in “The News” combined edition.
- Stall at the expo area.
- 2 Standees at the venue.
- Display of Logo on the Media Wall.
- 2 VIP passes for the Cultural Night and Dinner.
- Words of Acknowledgement.
- Recognition on Social Media.

Ad-On Package (Lunch Rs. 1 Million, Hi-Tea Rs. 0.5 Million)

- Complete venue branding during lunch and Hi-Tea.
- Logo on Media wall.
- 4 standees on conference venue (Lunch Sponsor), & 2 standees on conference venue (Hi-Tea Sponsor).
- 5 spots on large screen (SMD) in lobby area (Lunch Sponsor), & 3 spots on large screen (SMD) in lobby area (Hi-Tea Sponsor).
- Logo on all web campaign.
- Stall at the expo area.
- 8 standees at the lunch area (Lunch Sponsor) & 4 standees at Hi-Tea area (Hi-Tea Sponsor).
- Display of Logo on the Media Wall.
- 5 VIP passes for the Cultural Night and Dinner (Lunch Sponsor) & 2 passes for the cultural Night and Dinner (Hi-Tea Sponsor).
- Words of Acknowledgement.
- Recognition on Social Media.

***Make sure that you benefit from these exclusive opportunities,
Book Now so that you don't miss out.***



Organizers:

MoST – Ministry of Science and Technology is a government body aimed at providing excellence in the field of Science and Technology. MoST is the national focal point and enabling arm of Government of Pakistan for planning, coordinating and directing efforts to initiate and launch scientific and technological programs.

MoENT – Ministry of Federal Education and Professional Training is aimed at making Pakistan a developed and prosperous country by creating equitable opportunities of Education in sync with demand driven training to its populace.

HEC – Higher Education Commission, Pakistan is aimed at facilitating institutes of higher learning to serve as an engine of growth for the Socio- Economic development of Pakistan.

CIIT-COMSATS Institute of Information and Technology is one of the leading universities in Pakistan. It aims at reducing the ever growing gap between the developed and developing world through useful applications of Science and Technology.

ISESCO - Islamic Education, Scientific and Cultural Organization is an international body with a prospect of creating an organization that entertained the highest hopes of many reformers and leaders who called for the achievement of Muslim reunification and orderly action in order to serve the best interest of the Islamic Nation.

FUIW – Federation of Universities of the Islamic World is aimed at upgrading and developing higher education to address the needs of Muslim Societies and benefit by the scientific and technological new developments in line with Islamic Ummah's civilizational constants.





Media Partner



Jang Group is the market leader in both print and electronic media in Pakistan, with a subscription base of over one million readers. In addition Jang Group boasts two of the widest read newspaper in the country Daily Jang and The News International having above 60% of the newspapers readership in Pakistan. Moreover, Geo television network is the leading and the most advertisers sought after media in Pakistan today. With absolute strength in print and electronic, Jang Group promises to extend unmatched media mileage through group's print/electronic/outdoor and online marketing media not only through ads but also through write-ups.

For sponsorship contact, Mr. Mohsin Rashid, Marketing Manager, Jang Media Group. Cell: 0333-5517941, E-mail: mohsin.rasheed@janggroup.com.pk

Marketing Partner



MassComm Solutions (MCS) Pvt Ltd. has emerged as one of the leading private sector Event Management Firm, with a team of highly motivated professionals. MCS focuses on delivering the best to its worthy clients. MCS's vision of providing key solutions in the field of event, PR management and Communication Services is what differentiates it from its competitors. It is because of the constant efforts to achieve excellence that MCS has been able to build an impeccable reputation of total customer satisfaction. Inspiration to achieve rapid growth both internal and collective is what makes MCS's culture.

For sponsorship contact, Mr. Qamar Chaudhary, Cell: 0333-9854907, 0345-5355514, E-mail: vcforum@mcs.com.pk



VC Forum 2012





VC Forum 2013





Co-Organizers



MoST

Ministry of Science and Technology

Government of Pakistan
Evacue Trust Complex, 4-Agha Khan Road,
F-5/1, Islamabad
Islamic Republic of Pakistan
Tel: +92 (51) 9210208, +92 (51) 9203416
Fax: +92 (51) 9205150
www.most.gov.pk



MOENT

Ministry of Federal Education and Professional Training

Government of Pakistan
Block C, Pak Secretariat, Islamabad
Islamic Republic of Pakistan
Tel: +92 (51) 9201782051, +92 (51) 9205481107
Fax: +92 (51) 9205481
www.moent.gov.pk



HEC

Higher Education Commission

Government of Pakistan
Sector H-9, Islamabad
Islamic Republic of Pakistan
Tel: +92 (51) 90400000,
Fax: +92 (51) 90400104,
www.hec.gov.pk



ISESCO

Islamic Educational, Scientific and Cultural Organization

Avenue des F.A.R Hay Ryad
P.O. Box 2275, PC Code 10104, Rabat,
Kingdom of Morocco
Tel: +212 (5) 37566052, +212 (5) 37566053
Fax: +212 (5) 37566012, +212 (5) 37566013
www.isesco.org.ma



Federation of the Universities of Islamic world

ISESCO, Avenue of F.A.R, Hay Ryad,
PO Box 2275 PC Code 10104, Rabat
kingdom of Morocco
www.fuiw.org



CIIT

COMSATS Institute of Information Technology

Park Road, Chak Shahzad, Islamabad
Islamic Republic of Pakistan
Tel: +92 (51) 9247000-3, +92 (51) 8318471
Fax: +92 (51) 9247006
www.comsats.edu.pk



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Media Partner

Al-Rehman Building,
Murree Road, Rawalpindi.
Tel: +92 51 5765040
Fax: +92 51 5962269
www.jang.com.pk



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MassCom Solutions (Pvt.) Ltd.
Office No. 1, Pak Media Foundation,
G-8 Markaz, Islamabad.
Ph: 051-2266199, 2281423
www.mcs.com.pk