



gbsn
Beyond

VIRTUAL CONFERENCE REIMAGINED

gbsn.org/beyond

Business schools are ideally placed to be the nexus between government, business and civil society in shaping a collective response to our most critical challenges.

2020 will be known as the year of realization. The COVID-19 pandemic compelled us to acknowledge a global need for communication and cooperation as existing inequalities present multiple challenges. Business, civil society, government and business schools can and should have a positive impact during this crisis and in collectively shaping the world that will emerge from it. In order to create a space to tackle some of the critical challenges we face, the Global Business School Network (GBSN) is excited to announce our second GBSN Beyond: Virtual Conference Reimagined. This is an opportunity to explore pressing questions and collectively take action to develop sustainable solutions.

By connecting business schools to government, business and civil society, we hope to translate current experiences into lessons for sustainable development.

GBSN Beyond features three parallel track experiences during the month of October leading up to a condensed and impactful 3-day virtual conference, November 15-17. These tracks engage Learners, Educators, and Leaders. The culminating event will feature sessions, forums, content and activities that generally focus on four themes: humanitarian logistics, climate change, healthcare, and human rights.

Themes.



Human Rights



Climate Change



Healthcare



Humanitarian Logistics

Prompts.

Cross-Disciplinary Collaboration

- How can collaborative, cross-disciplinary thinking be brought to solve big problems?
- How can business educators partner with colleagues in science and engineering to create sustainable solutions while preparing technical graduates with entrepreneurial leadership skills?
- How can the stakeholders in these traditional sectors engage with educators to meet their goals and address changing economic realities?

Technology and Big Data

- How can information and communication technologies (ICT) bring entrepreneurial thinking into traditional sectors?
- How do technologies like big data, analytics, artificial intelligence and/or block chain offer entrepreneurial leaders levers for change?

Sustainable and Ethical Leadership

- How can educators create globalized leaders who can respond to and anticipate disruptive economic trends?
- How can entrepreneurial leaders incorporate the Sustainable Development Goals in systemic change?
- How can entrepreneurial leaders navigate changing geopolitical realities while working in traditional sectors?
- How do ethical entrepreneurs lead in entrenched systems of traditional sectors?

The Tools of Innovation and Entrepreneurship

- What are the methodologies and tools that can be used by entrepreneurial leaders to innovate in established companies and sectors?
- How can educators provide meaningful educational experiences that offer knowledge and skills students will apply throughout their careers?



A vibrant hub of exchange, learning, collaboration and discussion.

2020 will be known as the year of realization. The COVID-19 pandemic compelled us to acknowledge a global need for communication and cooperation as existing inequalities present multiple challenges. Business, civil society, government and business schools can and should have a positive impact during this crisis and in collectively shaping the world that will emerge from it. *GBSN Beyond* is a space to tackle some of the critical challenges we face by exploring pressing questions and collectively take action to develop sustainable solutions.

To build better societies and communities, we must collectively build trust, understand the role of each stakeholder and embrace the notion of adaptability. The goal is to go local, developing talent within the context of a local community. GBSN Beyond features three parallel track experiences during the month of October leading up to a condensed and impactful 3-day virtual conference, November 15-17.



2,500+

Attendees



100+

Organizations



50+

Countries represented



30+

Sessions

The audience



University leaders, including Rectors, Deans, Directors and Administrators from developed, emerging and frontier markets



Students from all disciplines, including undergraduate, graduate and PhDs from developed, emerging and frontier markets



Faculty and lecturers from universities in developed, emerging and frontier markets



Professionals from industry, aid organizations, and civil society dedicated to addressing economic and social challenges effectively and efficiently

3 PARALLEL TRACKS

OCT 1-29

The extreme effects of technological progress on the world economy, combined with demographic change and globalization, have led to a critical societal problem: how to arm people with the needed skills to have a hand in the economy – now and in the future.

Each parallel track includes a core learning experience accompanied with sessions, networking opportunities and workshops.



Leaders Track

For leaders from business, academia, government and civil society who are looking to collaborate on developing talent that is needed today.

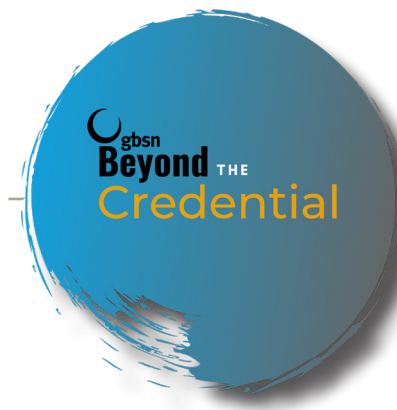
Featuring Impact Roundtables



Educators Track

For scholars, lecturers, trainers and academic faculty across disciplines who are looking to connect with like minded colleagues on teaching innovations.

Featuring The HUMLOG Challenge



Learners Track

For students and lifelong learners across disciplines who are looking to reskill, upskill and learn how business can make a positive impact on society.

Featuring The Microsim Dev Lab



Leaders Track

Taking you BEYOND business, the Leaders Track is designed for professionals who lead organizations in academia, government, business and civil society who are interested in cultivating talent needed to tackle today's problems and collaborative initiatives that deliver solutions. Through the month of October, leaders can leverage their perspectives, share resources, information, best practice and collaborate to explore possible solutions to some of the world's most pressing issues. The Leaders Track features a series of Impact Roundtables, where leaders will have an opportunity to share programs and initiatives that illustrate community impact for the Going Beyond Awards.

The Going Beyond Awards and Impact Roundtables

The Going Beyond Award is designed to highlight institutional programs or initiatives that illustrate community impact, embody the spirit of inclusive and sustainable development and represents the spirit and values of *GBSN Beyond*. Institutions from across the globe are invited to submit an entry for the Going Beyond Awards. Qualifying entries describe programs that have demonstrated positive impact on society BEYOND the traditional degree programs offered by institutions and academic research published in journals.

Leaders from institutions submitting qualifying entries will be invited to deliver short presentations about their institution's great work at an Impact Roundtable. This open sharing process will involve not only other Leaders presenting, but also an audience of leaders from business, civil society, and government. Consistent with GBSN's vision and mission, winning entries will demonstrate one or more of the following values:

1. Empowers and enables people
2. Catalyzes inclusive and sustainable development
3. Demonstrates contextual relevance
4. International Connectivity

The Leaders Track also include a set of experiences that facilitate networking, knowledge sharing, development and collaboration for participants.

Deans and Directors Convening

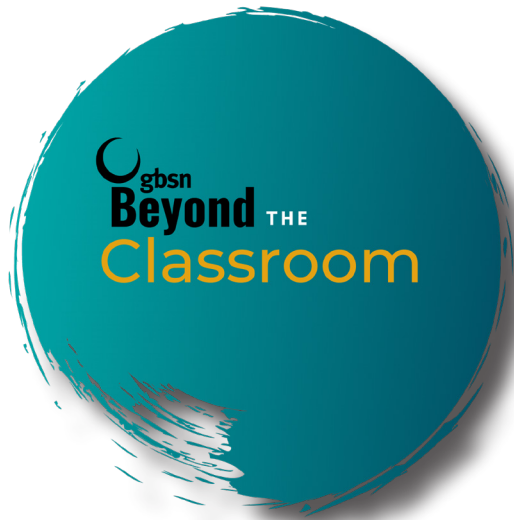
Closed space for top leaders to convene, exchange, discuss and listen.

Leading with Purpose

Sessions that offer a structured place for leaders to collectively get to work.

Health & Well-Being Sessions

It's not all business, these sessions are designed to focus on self care and well-being.



Educators Track

Partner and Sponsor



Taking you BEYOND the classroom, the Educators Track is designed for scholars, lecturers, trainers, and university faculty across disciplines who want to connect with like-minded colleagues on teaching innovations, research and pedagogy needed serve communities and develop talent the world needs now.

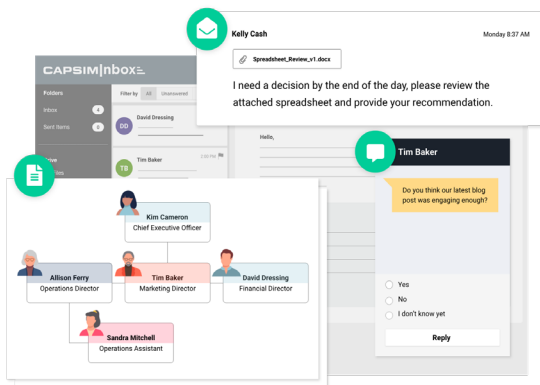
The Microsimulation Development Lab

GBSN and Capsim have joined forces to help bring quality and experiential business learning to communities worldwide. Building on our experience from last year, we're inviting scholars, lecturers, trainers, and academic faculty to design and develop an inbox simulation using current data, research, cases, and personal experiences.

As part of the Educators Track for *GBSN Beyond*, teams of 1-4 will design and build a 15-30 minute inbox simulation experience. These microsimulations will immerse learners in real-world scenarios and evaluate essential skills in a realistic context.

We are looking for creative and innovative geographic locations, cultures, scenarios, and skillsets not usually found in typical curricula and aligned with our chosen themes.

1. Business in Environmental Security
2. Business and Human Rights
3. Business and Health Studies
4. General / Miscellaneous

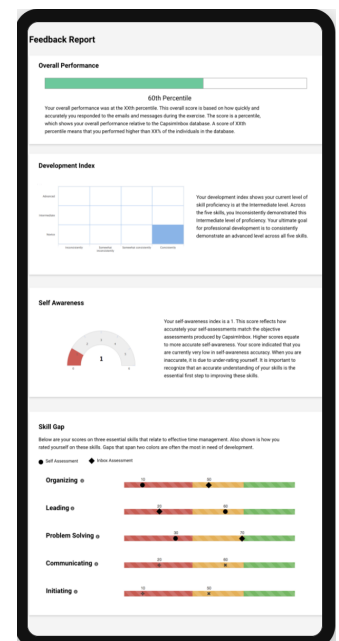


Cash Prize

The winning faculty team receives \$5,000 USD cash prize and recognition as a CapsimInbox author.

Bring to Market

In addition to developing the timely skills of building meaningful, online teaching tools, each team that completes their version will have the opportunity to work with Capsim to bring their version to market and earn royalties.





Learners Track

Partner and Sponsor



Taking you BEYOND the credential, the Learners Track is designed for graduate and undergraduate students from relevant disciplines, professionals and lifelong learners who are committed to reskill, innovate, upskill, collaborate and are interested in making an impact in their community. Through the month of October, learners can engage in a variety of virtual experiences that facilitate collaboration, development and learning. The Learners Track features a virtual team competition designed to engage students from across the globe who have an interest in humanitarian logistics and a desire to serve their community.

The HUMLOG Challenge

In partnership with the Hanken Schools of Economics' HUMLOG Institute, the Learners Track features The HUMLOG Challenge, an international virtual competition, focused on developing local solutions to problems related to humanitarian logistics.

This year, The HUMLOG Challenge focuses on Community Disaster Resilience. The Covid-19 pandemic has tested communities across the world on preparedness and resilience. Major hazards such as hurricanes, earthquakes, volcano eruptions, droughts, and landslides, among others, constantly threaten the livelihoods of the most vulnerable populations across the world. In the context of accelerated climate change and population growth, the current trend of frequent major disasters is expected to increase. To mitigate this trend, increased Disaster Resilience and Community Preparedness is essential to reduce the potential impact of humanitarian crises on the poorest communities who are disproportionately affected by these disasters.



Teams will be prompted to choose a natural disaster relative to their geographical region and address the community's preparedness, response and level of resilience and develop a locally-relevant problem and illustrate an innovative solution that can be applied in different contexts.

Cash Prize

The 1st place team wins a 5,000 USD cash prize, sponsored by the Hanken School of Economics and its HUMLOG Institute.

Mentoring

All Top FIVE teams will be offered a one time, one hour professional mentoring session from leading experts in the field!

Get Involved. Be Noticed. Make a Difference.

Sponsorship & Partnership

Each Circle of Giving package offers the opportunity to actively engage and support activities that directly contribute to making an impact on communities across the globe in the areas of healthcare, sustainable energy, human rights, and humanitarian logistics. In addition, build your organization's reputation with students, faculty and leaders in global higher education as well as professionals from business and civil society.

Active Participation in GBSN Mission & Vision

By supporting GBSN Beyond, your organization will directly contribute to the acceleration of the development of new programs and the improvement of current programs and initiatives that will deliver solutions to critical challenges as well as offering activities that facilitate learning and development that helps to close the skills gap.

Share your Impact Story

Reach new audiences and solidify existing relationships by exhibiting at *GBSN Beyond's* Virtual Innovation Marketplace. Showcase your impact initiatives and your organization's message on a global platform from one location.

Intersection of Business, Academia and Civil Society

GBSN Beyond brings organizations to the center of business, academia, government, and civil society. Be at the table as *GBSN Beyond* participants collectively explore multi-sector collaboration in developing talent needed for society's critical challenges.

Institutional Benefactor

Support students, faculty, administrators and entrepreneurs from the developing world by offering them the opportunity to participate in *GBSN Beyond* by becoming an institutional benefactor.

Be a Change Maker

Support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.

Circles of Giving

Choose from a variety of packages that offer various benefits and opportunities and gain the biggest value with the largest impact for your organization.

Leadership Circle

\$15,000

Impact Circle

\$10,000

Community Circle

\$8,000

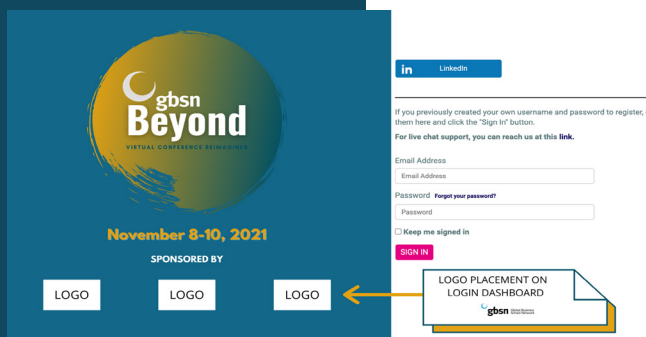
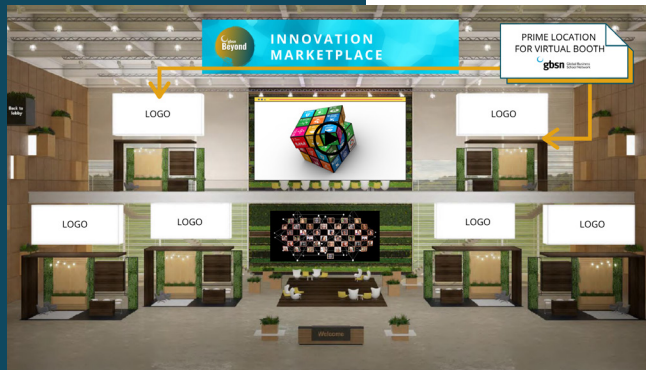
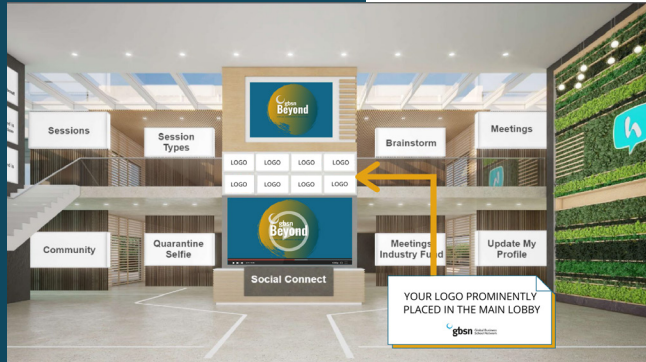
Mission Circle

\$5,000

Innovation Circle

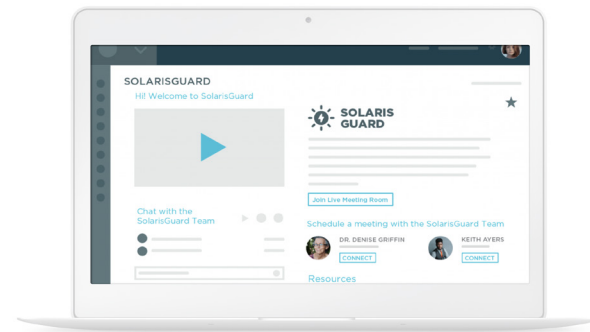
\$3,000

Leadership Circle. [\$15,000]



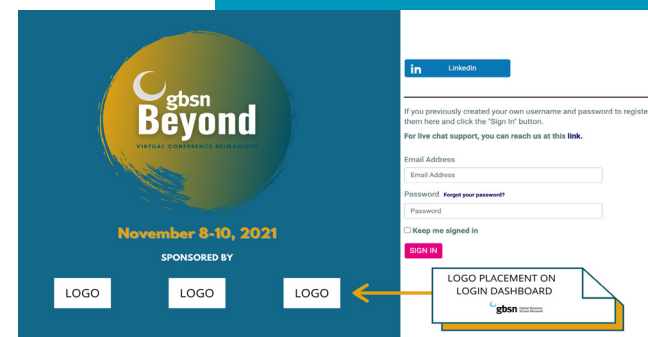
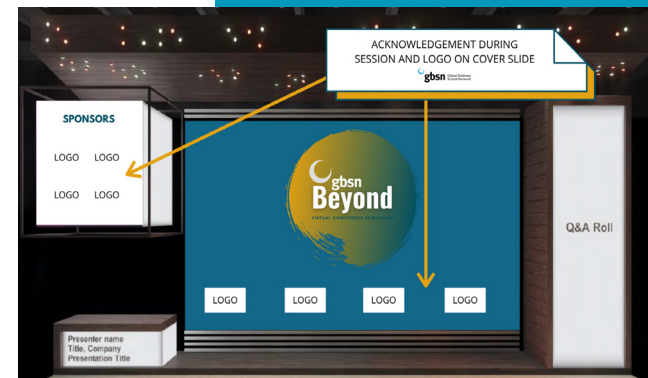
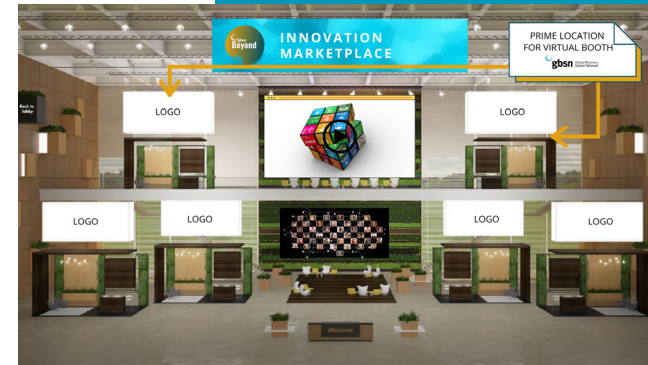
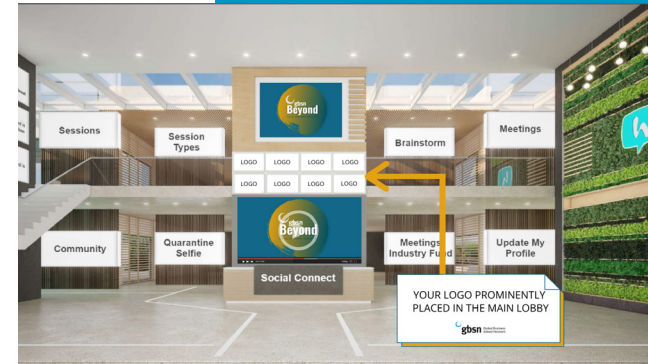
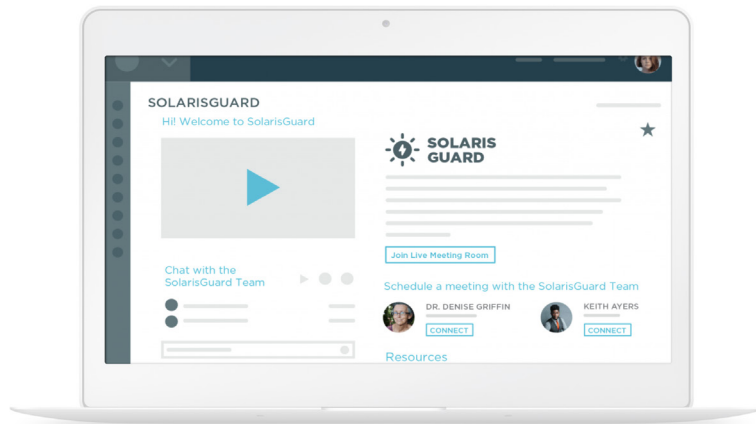
The Leadership Circle of Giving is the highest level of support and offers a variety of engagement and visibility with the largest impact for your organization. The following benefits are offered in the Leadership Circle of Giving.

Leadership Circle	
Unlimited event access	Logo on members meeting web page & marketing materials
Offer x2 institutional registrations for developing world schools	1 post on Twitter, Facebook & LinkedIn before conf 1 post on Twitter, Facebook & LinkedIn during tracks 1 post on Twitter, Facebook & LinkedIn during conf
Acknowledgment during plenary session & logo cover slide	Logo placement in all GBSN Beyond emails
Main Lobby prominent logo placement	AD placement in x1 podcast episode OR participate in a 30-min podcast episode with a thought leader from your organization
Logo placement on website, login & registration page	Featured article in x1 eNewsletter issue
Opportunity to give a welcome address during the Opening Plenary	Visibility in x1 GBSN Beyond Promo Video
Speaking opportunity	Sponsor Lightning Reel video played during plenary session
Dedicated page to spotlight your initiatives, programs, events, etc.	Include item(s) in the Virtual Swag Bags (i.e vouchers, software trials, online courses, publications, etc.)
Prime booth location in the Impact Marketplace with live video chat, lead generation, data analytics	Branded sponsor of x1 conference networking session
Speaking opportunity during GBSN Members Meeting	Branded sponsor of x1 conference health & well-being activity



The Impact Circle of Giving offers the following opportunities and benefits.

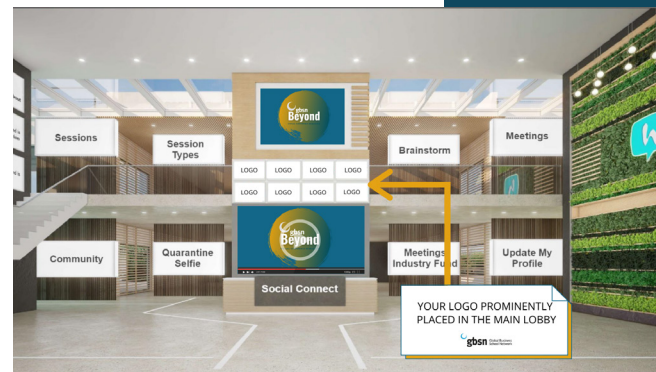
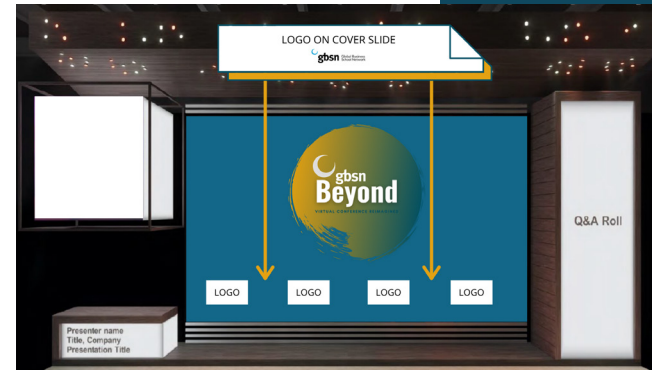
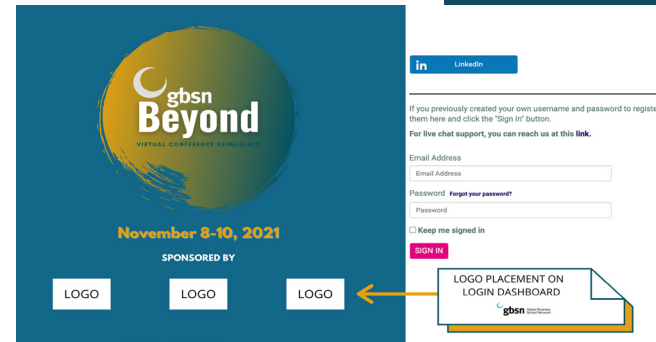
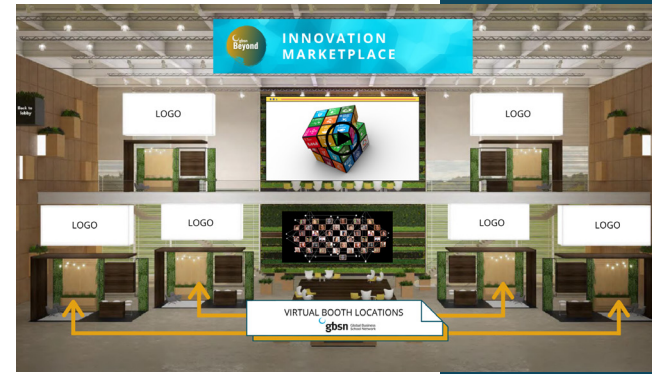
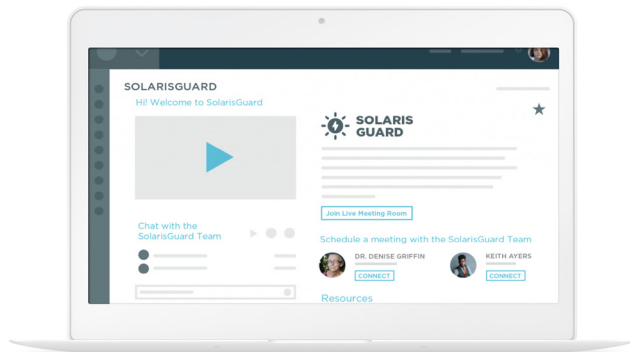
Impact Circle	
Unlimited event access	1 post on Twitter, Facebook & LinkedIn before conf 1 post on Twitter, Facebook & LinkedIn during tracks 1 post on Twitter, Facebook & LinkedIn during conf
Offer x2 institutional registrations for developing world schools	Logo placement in all <i>GBSN Beyond</i> emails
Acknowledgment during plenary session & logo cover slide	AD placement in x1 podcast episode OR participate in a 30-min podcast episode with a thought leader from your organization
Speaking opportunity	Featured article in x1 eNewsletter issue
Branded sponsor of virtual conference session	Visibility in x1 <i>GBSN Beyond</i> Promo Video
Logo placement on website, login & registration page	Sponsor Lightning Reel video played during plenary session
Prominent logo placement	Include item(s) in the Virtual Swag Bags (i.e vouchers, software trials, online courses, publications, gift cards, etc.)
Dedicated page to spotlight your initiatives, programs, events, etc.	Branded sponsor of x1 conference networking session
Prime Booth Location, Live video chat, lead generation, data analytics	Branded sponsor of x1 conference health & well-being activity
Speaking opportunity	
Logo on members meeting web page & marketing materials	



Impact Circle. [\$10,000]

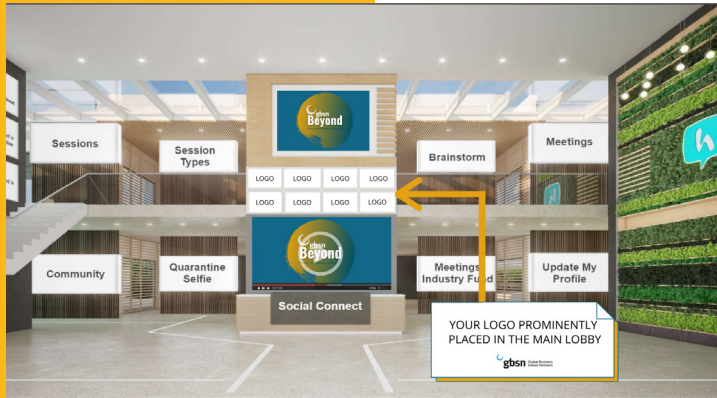
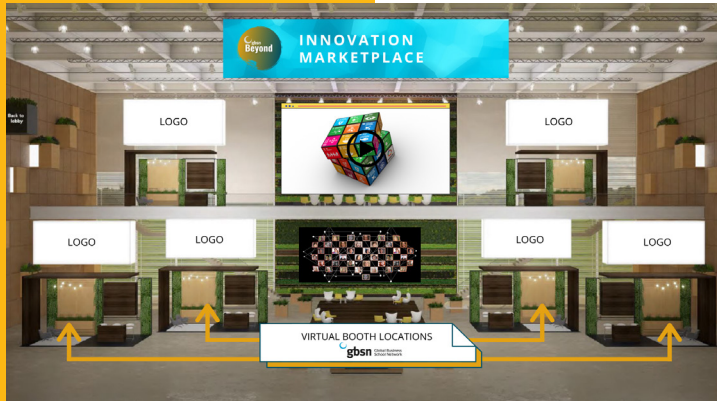
The Community Circle of Giving offers the following opportunities and benefits.

Community Circle
Unlimited event access
Offer x2 institutional registrations to developing world schools
Acknowledgment during plenary session; logo on cover slide
Branded sponsor of one track session; Design track-related session
Logo placement on login page, website & registration page
Standard logo placement in Main Lobby
Dedicated page to spotlight your initiatives, programs, events, etc.
Standard Booth Location with Live video chat, lead generation, data analytics
Logo placement in track-related emails & bi-weekly news bulletin
Visibility in x2 Track Promo Videos
Sponsor Lightning Reel video played during track session
Include item(s) in the Virtual Swag Bags (i.e vouchers, software trials, online courses, publications, gift cards, etc.)
Branded sponsor of x1 conference networking session
Branded sponsor of x1 conference health & well-being activity



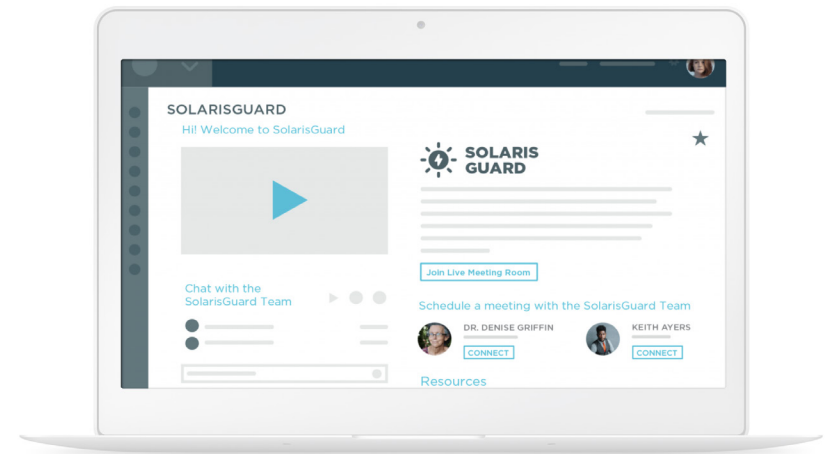
Community Circle. [\$8,000]

Mission Circle. [\$5,000]



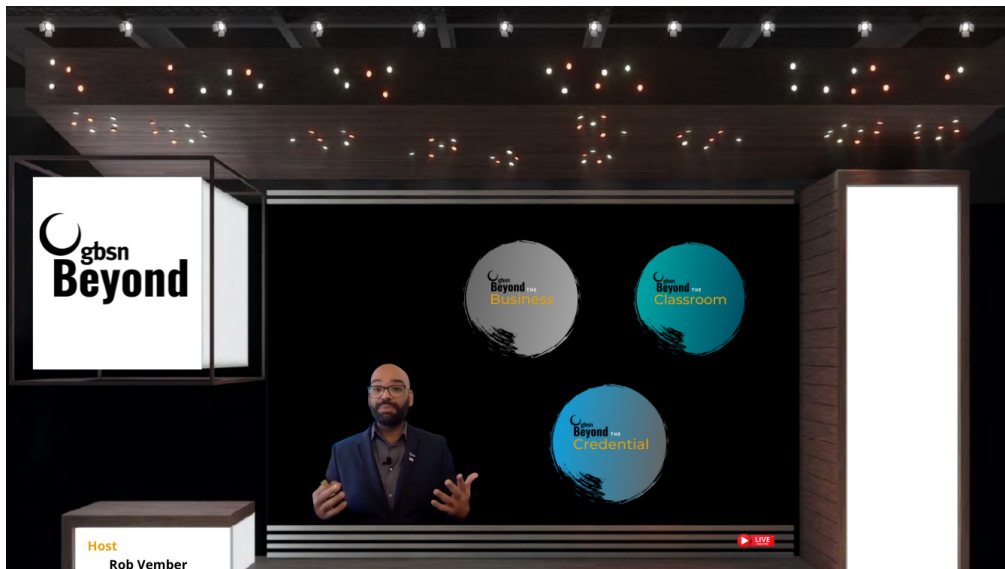
The Mission Circle of Giving offers the following opportunities and benefits.

Mission Circle
x6 registrations for non-academic institutions Unlimited event access for institutions
Offer x3 individual registrations for social entrepreneurs
Dedicated page to spotlight your initiatives, programs, events, etc
Standard logo placement in Main Lobby
Standard Booth Location with Live video chat, lead generation, data analytics
Logo placement in track-related emails & bi-weekly news bulletin
Visibility in x2 track promo videos
Sponsor Lightning Reel video played during track session
Branded sponsor of x1 conference health & well-being activity
Branded sponsor of 1 conference networking activity
Include item(s) in the Virtual Swag Bags (i.e vouchers, software trials, online courses, publications, gift cards, etc.)



Benefit Item	Leadership Circle	Impact Circle	Community Circle	Mission Circle	Innovation Circle
Event Access	Unlimited	Unlimited	Unlimited	Non-academic: 6 spots* Academic: Unlimited	Non-academic: 4 spots* Academic: Unlimited
Institutional Benefactor / Social Entrepreneur Benefactor	2 institutional registrations for developing world schools	2 institutional registrations for developing world schools	2 institutional registrations for developing world schools	3 spots for developing world entrepreneurs	3 spots for developing world entrepreneurs
Visibility on Hubb event platform	Acknowledgment during session & logo cover slide	Acknowledgment during session & logo cover slide	Acknowledgment during session & logo on cover slide		
	Speaking opportunity	Speaking opportunity	Design track related session		
	Branded sponsor of virtual conference session	Branded sponsor of virtual conference session	Branded sponsor of track session		
	Logo placement on login page, website & registration page	Logo placement on login page, website & registration page	Logo placement on login page, website & registration page		
Main Lobby Visibility	Prominent logo placement	Prominent logo placement	Standard logo placement		
Innovation Marketplace	Dedicated page to spotlight your programs and initiatives.	Dedicated page to spotlight your programs and initiatives.	Dedicated page to spotlight your programs and initiatives.	Dedicated page to spotlight your programs and initiatives.	Dedicated page to spotlight your programs and initiatives.
	Prime Booth Location, Live video chat, lead generation, data analytics	Prime Booth Location, Live video chat, lead generation, data analytics	Standard Booth Location, Live video chat, lead generation, data analytics	Standard Booth Location, Live video chat, lead generation, data analytics	Standard Booth Location, Live video chat, lead generation, data analytics
Members Meeting Visibility	Speaking opportunity	Speaking opportunity			
	Logo on members meeting web page & marketing materials	Logo on members meeting web page & marketing materials			
Marketing Visibility	2 posts on Twitter, Facebook & LinkedIn before <i>GBSN Beyond</i>	1 post on Twitter, Facebook & LinkedIn before <i>GBSN Beyond</i>			
	1 post on Twitter, Facebook & LinkedIn during tracks	1 post on Twitter, Facebook & LinkedIn during tracks			
	1 post on Twitter, Facebook & LinkedIn during <i>GBSN Beyond</i>	1 post on Twitter, Facebook & LinkedIn during <i>GBSN Beyond</i>			
	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in track related emails & bi-weekly news bulletin	Logo placement in 1 bi-weekly news bulletin	
GBSN Podcast	AD placement in 1 episode <u>OR</u> participate in a 30-min podcast episode	AD placement in 1 episode			

Benefit Item	Leadership Circle	Impact Circle	Community Circle	Mission Circle	Innovation Circle
GBSN eNewsletter Visibility	AD placements in 2 newsletter issues	AD placement in 1 newsletter issue	☾	☾	☾
	Featured article in 1 eNewsletter issue (300 words)	Featured article in 1 eNewsletter issue	☾	☾	☾
GBSN Beyond video promo visibility	Visibility in 2 GBSN Beyond Promo Videos	Visibility in 1 GBSN Beyond Promo Video	Visibility in 2 track Promo Videos	☾	☾
Sponsor Lightning Reel	Sponsor Lightning Reel video played during plenary session	Sponsor Lightning Reel video played during plenary session	Sponsor Lightning Reel video played during track session	☾	☾
Virtual Swag Bags	Branded sponsor of Swag bag. Include item(s) like coupons, vouchers, software trials, online courses, gift cards, etc.)	Branded sponsor of Swag bag. Include item(s) like coupons, vouchers, software trials, online courses, gift cards, etc.)	Include item(s) like coupons, vouchers, software trials, on-line courses, gift cards, etc.)	Include item(s) like coupons, vouchers, software trials, on-line courses, gift cards, etc.)	Include item(s) like coupons, vouchers, software trials, on-line courses, gift cards, etc.)
Networking Visibility	Branded sponsor of 2 conference networking activity	Branded sponsor of 1 conference networking activity	Branded sponsor of 1 track networking activity	☾	☾
	Branded sponsor of 1 conference health & well-being activity	Branded sponsor of 1 conference health & well-being activity	Branded sponsor of 1 track health & well-being activity	☾	☾



“For over a decade, MIT Sloan and GBSN have shared the same ambitions and goals to broaden our reach and understanding of global challenges, opportunities, and approaches. GBSN’s relevant themed conferences, speakers, and interactive sessions, continue to challenge ourselves to understand, learn and research how higher education will positively impact our shared environment.”

- David Capodilupo, Assistant Dean, Global Programs, MIT Sloan School of Management

Add-Ons

for engagement



Prize Sponsor of The HUMLOG Challenge

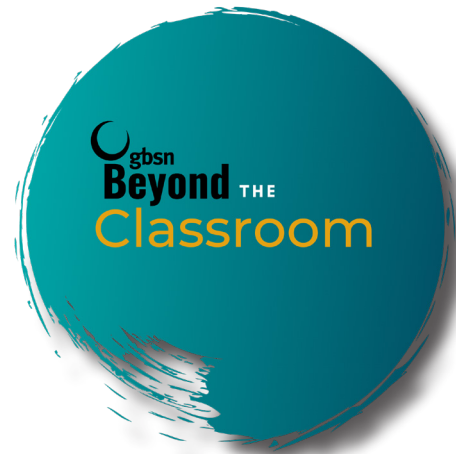
In order to improve the systems and processes that predict community resilience, student teams will be challenged to choose one of the four natural disasters relevant to their local community and assess the response, preparedness and resilience.

The goal is to design solutions that encompasses the hazard and cultural and national diversity. Student teams will identify with one of the four natural disasters.

Sponsor of "Best of Disaster Resilience" prize: \$1,000

1. Wildfires
2. Storms
3. Droughts/Floods
4. Earthquakes

1st Place Prize Sponsor: \$5,000 USD



Prize Sponsor of The HUMLOG Challenge

Scholars, lecturers, trainers and academic faculty will form teams of 2-3. Teams will utilize original research, case studies, experiences, and more to develop a 15-30 minute CapsimInbox scenario, where learners are tested on skills of your choosing.

In our virtual environment, now is the time to bring our locally relevant experiences to life. Educators will identify with one of the four dimensions.

Sponsor of "Best of Category" Prize: \$1,000

1. Business in Health Studies
2. Business and Environmental Security
3. Business and Human Rights
4. General / Miscellaneous






1st Place Prize Sponsor: \$5,000 USD

Why should I sponsor or partner?

Support *GBSN Beyond* to affiliate your organization with a dynamic, innovative experience that draws the attention of students, faculty and leaders from academic institutions; professionals from civil society and industry from all over the world. Your support also helps GBSN continue its important work, improving management and leadership talent with education and training.



Supporting *GBSN Beyond* allows you to:

- 
 Enhance your network with influential educators, students, and leaders in the development, corporate and public sectors
- 
 Build awareness and maximize exposure of your organization, activities, impact and services to a global and diverse audience
- 
 Observe and discuss the latest data, market trends and research findings on the future of global talent development, employability and education, including the impact of COVID-19
- 
 Directly participate in the development of actionable solutions through collaboration, innovation and learning
- 
 Visibility as a change maker in sustainable economic and social development efforts



Institutional Benefactor

By becoming an Institutional Benefactor, you not only award access to all students, faculty and administrators from your institution to participate in *GBSN Beyond*, but you also provide the opportunity to another institution's students, faculty and administrators to participate in *GBSN Beyond*. In addition, Institutional Benefactors have the opportunity to develop and host a session or activity for both institution's faculty, students or administrators including your own. GBSN will support the coordination and communication in addition to providing the platform.

Event Partner

Become a *GBSN Beyond* partner and offer your community the opportunity to engage with global leaders in academia, government, and industry to collectively explore the critical role of business and entrepreneurship education in our global future.

This partnership is designed as a way for organizations to collaborate and exchange resources, opportunities, and services with each other. *GBSN Beyond* can provide meaningful opportunities of engagement for your stakeholder base.

In-Kind ENGAGEMENTs

Include resource or content item in the *GBSN Beyond Virtual Swag Bag*

The digital Swag Bag is shared with each attendee and will feature relevant content, resources, courses, publications, services and opportunities from sponsors and partners.

Virtual Entertainment

We all miss the ability to experience live performances. The power of technology allows us to offer live entertainment to a larger global audience. Support your local artist or performer by offering a recorded performance to play. These can include recorded or live musical performances, dances, watch parties, etc.

Health and Well-Being Session

With many of society's everyday norms changing, communities across the world are facing challenges related to mental health and well-being. Offer a health and well-being activity for all participants to experience. These can include, yoga, meditation, healthy habits, science of well-being, etc.



Contact Us

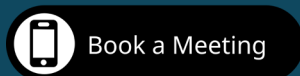
If you are interested in any sponsorship or partnership opportunities, or if you would like to discuss other opportunities to support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.

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www.gbsn.org/beyond