

Global Learn Day VII
October 12, 2003

**We showcase
pathfinders who
increase access
to education**

**The Earth Day
of Education**

FACT

Global Learn Day is the largest education conference in the world

FACT

Global Learn Day is the most technically complex conference of any kind in the world ... yet simple to attend virtually and wonderful to attend physically

FACT

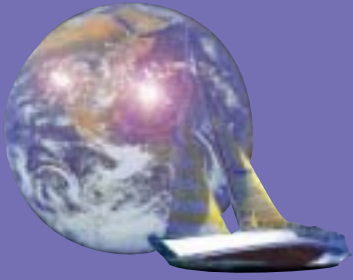
Global Learn Day is truly global — speakers and panelists from 24 time zones with an audience from 100 plus countries

FACT

Global Learn Day is now in its seventh consecutive year

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The Luminaries

- **Keynoters, speakers and panelists have included such luminaries as Nelson Mandela, Sir John Daniel, Vint Cerf, two American senators, the Governor of Guam, the Mayor of Wellington, the presidents of the Commonwealth of Learning, the World Association of Radio Broadcasters, authors, senior administrators, technologists and department heads from more than two hundred fine universities worldwide.**
- **Sponsors have included CISCO, Pac Bell, Southwest Communications, English Learning Language Institute, Entovation Ltd.**

A global event featuring the exceptional

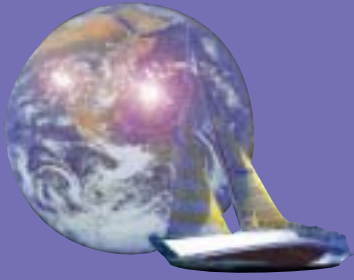
The event opens in the South Pacific then makes about 40 stops in 24 time zones where those doing truly extraordinary work in the field of education, training and affordable technology are showcased. 24 non stop hours after the opening, GLD concludes with a demonstration of technical wizardry provided by the University of Hawaii and their friends in the Central Pacific.

The Celebration Cities

On October 12, 2003, there will be GLD Celebration Festivities in: Fiji, Sydney, Bangkok, New Delhi, Abu Dhabi, Jinja (Uganda), Moscow, Harborough (U.K.), São Paulo, San José (Costa Rica), Washington D.C., Honolulu. The total number of physical attendees expected to gather at the Celebrations will exceed 2,000.

With radio, television, and the Internet, a very BIG audience

With radio, television and the Internet, the total real time audience will approach one million. With electronic mailings, magazine supplements and local newspaper partners in the Celebration cities, the total number who will learn about Global Learn Day VII will be several million.



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What is the purpose of Global Learn Day?

The purpose is to showcase those doing exceptional work to increase access to education — and to accelerate access by cross connecting them with like-minded souls worldwide. People like John Dada in Nigeria who uses the sun to power his e-learning center. Scientists in Antarctica who excite students in Japan through close observations of penguins and polar bears. Technologists in India, Africa and the Americas who share innovations which allow affordable connectivity and improved knowledge delivery. Front line enthusiasts doing remarkable work of a kind worth brilliant spotlighting.

What is our goal?

Our goal is to create a global celebration of education as big as Earth Day — and just as important.

Why?

Because education is the surest path to a safer and saner world. And because illuminating pathfinders at the leading edge of education delivery will accelerate the process.

What are the demographics?

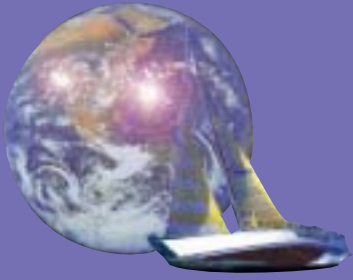
The audience is about 50/50 men and women. The great bulk of them are either college educated or interested in a college degree. Their ages are about equally distributed from the mid twenties to age 70. A large majority of the audience are in a well-paid leadership position or on a fast track to attain such a position.

The Internet audience and those attending the physical Celebrations are English speaking, highly educated, upper middle class. About 40% of the total audience is Canadian or American. The keenest participants — both audience and presenters — come from the technology arena, attracted by both topic and the mechanics necessary to hold this complex undertaking.

Radio and Television Audience

The radio and television listener/viewer can be largely characterized as a “C-Span” or “NPR” type. Many of the radio broadcasters are college university stations and/or community radio stations with a charter to broadcast educational presentations. Their audience is educated, talented, diverse, many of whom have a strong influence in policy and purchasing decisions — locally, nationally, regionally and globally.

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Global Learn Day VII **Publicity Campaign** **October 12, 2003**

The Technology

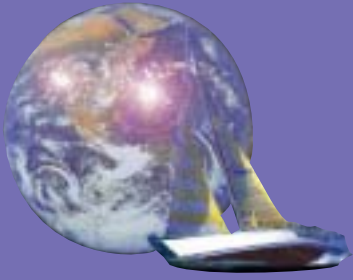
Everyone asks about the technology. But that's the wrong question. The better questions are: How do we integrate conventional radio, television, streaming audio, the telephone and the Net? Mesh text chat, email, language translations and real time captioning for the deaf? Marry live performance with the desktop? MTV and Harvard? Deliver voices to those with 14.4 modems, satellite and broadband? Instantly upload telephone recordings to the web then circulate to thousands in one nano second? Ensure a child in Brazil can listen on the radio while a professor at Oxford can watch on her computer? To the delight of both?

How do we make it simple for the audience, affordable for the organizers, of interest to allies and sponsors?

For the solutions — and more — be part of Global Learn Day.

Help us Light up Global Learn Day Now in its Seventh Year

- **Cause 100,000 viewers to light up a GLD (virtual) candle**
- **Reach five million persons with carefully targeted electronic mailings**
- **Reach 50,000 leaders in education with magazine advertisements and supplements**
- **Reach 25 million news paper readers in the Celebration locations**
- **Involve 200 radio broadcasters in 30 countries**
- **Involve 20 television broadcasters in ten countries**



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A Partial List of our Allies

AARP Foundation
Global SchoolNet
Foundation
Global Bangemann
Challenge
International Education and
Resource Network
Jhai Foundation
MarcoPolo Education
Foundation
Pacific Links Foundation
SchoolNet Africa
Secretariat for African Trade
Development
Teachers Without Borders
Technology Empowerment
Network
World Computer Exchange

A Partial List of our Sponsors

AmericaEnEspañol.org
CISCO
e-Oasis Consulting
Entovation Network
Murdock Capital
NetLearn Languages Ltd.
Pac Bell

Campaign Basics

In conjunction with Sponsoring Partners and Campaign Allies, we will:

- Target millions to light our GLD Candle
- Target millions to join the Global Learning Orchestra
- Implement fund raising/volunteer plans for GLD “grass roots” initiatives
- Implement mailings created in conjunction with Sponsors and Allies
- Implement advertising plans with American magazine publishers
- Implement plans with newspapers who agree to run supplements in Celebration cities
- Aggressively enlist new Allies for additional “Light Up Campaigns”

Campaign Demographics

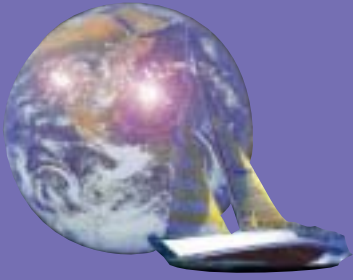
- 50/50 men and women
- college-educated
- 60% between 30 – 50
- 75% American
- 25% Other

How can you a be part of this?

For further details, contact

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**Become a Proud
Sponsor to Global
Learn Day VII**

**You can help increase
access to education
by becoming a
Proud Sponsor to
Global Learn Day
... only \$500.**

What do you get?

**You get our promise to be
well displayed on our
web site and highlighted
in various electronic
announcements and
newsletters we and our
allies distribute
worldwide.**

**And, of course, you get
talked about during
Global Learn Day.**

**Global Learn Day
The Earth Day
of Education**

What are the sponsorship opportunities?

- **Converge Magazine**

This magazine reaches 85,000 subscribers involved in technology in education. We have various advertising choices ranging from full page advertisements that cost approximately \$7,500 to small “logo” ads priced at under \$1,000. News articles in Converge about exceptional people and companies in the technology and education sector are always encouraged.

- **Web Site Sponsor and Electronic Mailings**

We can place your logo in the “Proud Sponsor” section of our website. We can include you in various electronic mailings where your company would be featured. These mailings reach approximately 400,000 individuals involved in technology, education and training. The price of these opportunities range between \$1,500 – \$10,000.

- **Proud Sponsor to Global Learn Day**

We will grant you a license to use our “Proud Sponsor” logo on your web site or your print materials. The cost of this license is only \$500.

- **Celebration Sponsor**

You can be a part of our physical “Celebrations” from Fiji to Washington, D.C., from Moscow to São Paulo. Sponsor opportunities for Celebration activities range from to \$3,500 to \$50,000.

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