



EES

DENMARK 2020

COPENHAGEN, 21-25 SEPTEMBER

21-25 September 2020
Copenhagen, Denmark

The 14th European Evaluation Society
Biennial Conference

Sponsorship Brochure

www.ees2020.eu

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INTRODUCTION

In a world of post-truth and conflicting visions about the challenges that societies face, evaluation has to provide reliable assessments and propose solutions for building the future. What makes evaluation valuable and how can it maintain its legitimacy when the very notion of evidence is under attack? What is the role of evaluators in addressing complex problems and the challenges of the Anthropocene? How can evaluation support positive and forward-looking change?

“Evaluation in an Uncertain World - Complexity, Legitimacy and Ethics” will be the leading theme of our 14th #EES2020 biennial Conference, to be held in Copenhagen, Denmark, 21-25 September.

After two days of professional development workshops, the Conference will engage an estimate of 800 delegates in three days of classical and innovative formats to exchange ideas. Keynotes, papers, panel and poster sessions will co-exist with fishbowls, speed networking, think tank sessions or games. A social programme will facilitate networking and encourage us all to enjoy Danish “hygge”. The Danish Evaluation Society, EES’ local partner in this Conference, will provide the opportunity to become acquainted with and contribute to the concept of New Nordic Evaluation, exploring how evaluation reflects the culture in which it is executed.

We are looking for sponsors for the Conference as a whole, for single activities, and for any type of Conference sessions.

In particular, we are looking for donors to sponsor bursaries for evaluators from developing countries. Thanks to donors, the EES Bursary programme has facilitated access to EES Conference to 65 evaluators from 27 countries in past three conference editions. EES Bursary recipients, coming from both the public and the private sector, have presented in sessions, participated in Professional Development Workshops, and networked within our vibrant community. The EES Bursary programme has allowed the EES Conference to support evaluation capacity building beyond European countries. A thorough selection makes it possible to offer a group of the most promising evaluators a role in the exciting debates of the EES2020 Conference.

We look at you to help us create the best possible debate experience for the international evaluation community.

Daniele Lamarque

EES President Elect, overall Conference coordination

The European Evaluation Society

The EES was born in 1992 and registered in 1996 as a non-profit association. Our vision is a world where evaluation contributes to human welfare through social learning. This vision is aligned with recent changes in the policy environment. Evaluation in Europe is becoming an essential part of decision making processes at national and internal levels, and has an important role for the shaping of its policies, programmes and projects. Demand for quality evaluation services has been strongly rising over the past decades. This trend parallels a remarkable flourishing of evaluation initiatives at different levels: regional, national, international. Increasingly, government at all levels, but also private companies, foundations and civil society organisations are resorting to evaluation to assess the merit, worth and value of their policies, programmes, projects and processes, learn and improve.

The EES flagship event is its biennial conference. Since the mid-1990s the EES conference brings together, every even year, hundreds of evaluators and evaluation commissioners from Europe and abroad. The conferences have made their mark in the evaluation community. Especially in non-conference years, the EES has also sponsored smaller events bringing together evaluators, evaluation managers, evaluation commissioners and professionals from diverse backgrounds and disciplines. Finally, we reach out to other global, regional and national evaluation societies and networks, for instance through [NESE](#), and we particularly favour evaluation initiatives that promote building evaluation capacity, or which focus on issues such as social justice, gender equity and democracy.

EES mission

The primary goal of the European Evaluation Society is to promote the theory, practice and utilisation of high quality evaluation in Europe and beyond. This goal is pursued inter alia by bringing together academics, policy makers and practitioners, by setting up events and by offering platforms that connect relevant disciplines, partners and sectors and encourage knowledge exchange, good practice dissemination, professional co-operation and bridge building.

The 14th EES Conference:

The leading theme of the 14th EES Biennial Conference is "**Evaluation in an Uncertain World- Complexity, Legitimacy and Ethics**". The 14th EES Biennial Conference will be held from 21 to 25 September 2020 in Copenhagen, Denmark. The first two days will consist of professional development workshops, followed by three days of core-conference.

The EES 2020 Conference aims to serve as a catalyst for innovative thinking on the role of evaluation and of evaluators; on the tools and approaches which we currently have and those we can create and adapt in the future; on how we can capitalise on the information we generate; and on the impact we can make.

Anchoring our thinking on the dichotomy between the wealth of information we have access to and the place our society gives to it, we have organised the Conference along four strands:

- Theme 1: The Anthropocene and its complex problems: the role of evaluation
- Theme 2: Adapting the toolbox: Methodological challenges
- Theme 3: Propelling and provoking the agenda: the role and responsibility of evaluators
- Theme 4: Greasing the wheels of evaluation: the role of evaluators, evaluation commissioners and evaluator funders (donors) in ensuring that knowledge changes practice

Information about the conference content, organisation, keynotes, etc., will be gradually made available on the conference website as the programme takes shape (www.ees2020.eu).

Important upcoming dates are:

- The Call for abstracts to be published
- Conference registration opens in January 2020
- Professional Development workshops can be proposed before end of 2019

Who attends EES Conferences?

The registration and scientific programme figures based on the 13th EES Biennial Conference held in Thessaloniki, Greece in 2018 tell us the following:

REGISTRATION OVERVIEW

| | |
|------------|--|
| 785 | Registered delegates |
| 212 | EES members |
| 48 | EES members from Institutional members |
| 20 | Bursary recipients |
| 56 | Countries |

SUBMISSION OVERVIEW

| | |
|------------|----------------------|
| 724 | Received abstracts |
| 532 | Oral presentations |
| 131 | Panels & Roundtables |
| 61 | Posters |

Destination Copenhagen

Copenhagen is a Scandinavian fantastic city and the center of a dynamic region in Europe, the Øresund Region.. Because of the fascinating architecture, many parks, gourmet restaurants and other attractions Copenhagen is a very popular place to go. Copenhagen has been nominated the best city by several organizations for livability and sustainability. In Copenhagen you will find a wide range of entertainment and culture.. You can enjoy a continental atmosphere and visit the classic destinations such as Tivoli Gardens amusement park.. The city is historic and at the same time very youthful and innovative.

Venue

Tivoli Hotel & Congress Center

Arni Magnussons Gade 2
DK-1577 Copenhagen V
Tel. +45 4599 0000
info@tivoli-cc.dk

Designed by Kim Utzon Architects, Tivoli Hotel & Congress Center is one of the largest conference and event venues in Copenhagen. The impressive Tivoli Congress Hall offers capacity for up to 2,400 participants making it ideal for meetings, exhibitions, lectures or big company parties. An additional 52 meeting facilities and two auditoria of varying sizes are combined in countless ways to meet every requirement for events of up to 5,500 people, and their impressive foyer makes the perfect setting for your exhibition, fashion show or reception. Tivoli Hotel & Congress Center offers 679 rooms

and suites, various restaurants, fitness center and a large swimming pool. Additional accommodations are available at the next door hotels Wakeup Copenhagen and Copenhagen Island.

Sponsorship Categories and Items

General Sponsorship

Sponsors of the conference will be provided with a unique opportunity to gain direct access to over 700 delegates specialising in evaluation from around the world. The Sponsors' contribution is recognised as a valuable enhancement of the conference and sponsorship levels have been set at a minimum level to allow maximum participation from key organisations. The options listed below can however be subject to negotiation.

| Category | Contribution | Registration | Add in the printed programme | Logo and profile in the printed programme | Logo with hyperlink on the website | Logo in the main hall |
|-------------------------|--------------------|--------------|------------------------------|---|------------------------------------|-----------------------|
| Platinum sponsor | Min. of 10 000 EUR | 4 | YES | YES | YES | YES |
| Gold sponsor | Min. of 8 000 EUR | 3 | YES | YES | YES | YES |
| Silver sponsor | Min. of 5 000 EUR | 2 | | YES | YES | YES |
| Bronze sponsor | Min. of 3 000 EUR | 1 | | YES | YES | YES |

Support Evaluators from Developing Countries

Bursaries

Contribution not limited

As in past years, the EES Conference will bring together evaluators from all over Europe and beyond. Bursary support will be used to fund the costs associated with the participation of evaluators from developing countries in the conference, and in some cases in professional development workshops. The aim is to be able to host evaluators from developing countries that would otherwise not have been able to participate and therewith contribute to evaluation capacity building in their home countries. A thorough and strict selection procedure is applied making sure that selected bursary recipients can fully profit from the experience. The bursary sponsor can provide

country preferences (which often depend on the sponsor's institutional policy in the matter). The cost of a bursary is estimated between 3 000 and 5 000 Euros, including participation in workshops. These costs include travel expenses, accommodation, an allowance for meals and incidental expenses including participation in social events (such as welcome reception and conference dinner), conference registration including EES membership (providing for a preferential conference registration rate), and fees for workshop participation where applicable. These costs may vary depending upon actual travel costs and if bursaries are awarded for the conference only or for the conference and the workshops.

We offer 1 free registration / 8.000 EUR.

FOR MORE INFORMATION ON THE SPONSORING OF BURSARIES CONTACT

bursary@ees2020.eu or info@ees2020.eu .

Support the Conference Programme

Professional Development Workshops

5 000 EUR

(Price varies based on the number of invited trainers and Includes room rental for the duration of the workshop and standard technical equipment)

The EES will be offering a broad array of full day and half day pre-conference sessions for professional development. The sessions will be conducted by internationally renowned trainers. You can support one of more pre-conference workshops.

Panel Symposia/Roundtables/Fishbowls// Think tank sessions / Birds of a feather

5 000 EUR – 10 000 EUR

(Price varies based on the number of invited panelists and Includes room rental and standard technical equipment)

The EES is seeking broad based engagement from the evaluation community in Copenhagen. We warmly welcome your involvement since we view the EES Conference as a platform for sharing knowledge, ideas and experience regarding the theory, practice, methods and practices of evaluation in Europe and beyond.

A **panel** is designed to present contrasting or complementary perspectives on a relevant evaluation topic while allowing sufficient time to involve the audience. **Roundtable** sessions are characterized by a substantive presentation of 15-20 minutes on an important or complex policy or methodological topic followed by 5-10 minutes rejoinders by 1-2 discussants and an hour or more of debate and audience participation. **Fishbowls** best fit the discussion of issues about a common theme. The objective is to bring together different perspectives or points of view. A moderator provides a brief introduction, frames a discussion by 4-6 participants and then rounds up and gradually includes the audience.

IN CASE YOU WOULD LIKE TO SPONSOR AN EXISTING PANEL/WORKSHOP, PLEASE FEEL FREE TO CONTACT US AND THE PRICE WILL BE REVIEWED.

Conference Materials

Conference Bag Partnership (Exclusive) **2 500 EUR**

You organisation's logo will be printed on the bag in a prominent position together with the conference logo (the type, size and color of bags as well as position and size of the logo will be at the organiser's discretion).

Flyer / Promotional Piece **1000 EUR**

Pads and Pens (Exclusive) **1 500 EUR**

Partners can either provide an A4 size double sided, color or black and white flyer/promotional piece by the appropriate deadline or provide participants with pads and pens.

Abstract Book on USB (Exclusive) **2 500 EUR**

Your logo will be placed together with the conference logo

Badges Sponsorship (Exclusive) **2 500 EUR**

Become a part of the most distinguishable conference item – the delegate badge. Your logo will be placed together with the conference logo (size and position will be confirmed by the organiser).

Lanyards (Exclusive) **2 500 EUR**

Supply your company's lanyards and be constantly visible to all delegates.

Final Program Advertisement Full Inner Page **1000 EUR**

You can place your advertisement in the final program book, being the most-read item by the conference delegates.

Exhibition

Would you like to promote your company/institution personally onsite? Do not hesitate to book a place for your exhibition booth or table top. Each option comes with two exhibitor registrations and company/institution logo on the event website.

| | |
|------------------------------------|------------------|
| <i>Exhibition space 9 sqm</i> | 3 600 EUR |
| <i>Exhibition space 6 sqm</i> | 2 400 EUR |
| <i>Table top (table, 2 chairs)</i> | 1 600 EUR |

Technology

Mobile App (Exclusive) **6 000 EUR**

The EES Conference will have an official mobile application (iOS & Android) available for download. The app will provide delegates with access to the detailed scientific program, venue floorplans, general information and sponsors and exhibitors details. It is a platform that enables networking between delegates. As such, it is a great sponsorship opportunity - the interface can be branded with your logo linked to your sponsorship profile.

Streaming and Video Recording **5 000 EUR**

Live-Streaming and Video Recording of the EES 2020 keynote sessions

Contact information

Sponsorship and Exhibition

Sponsorship Manager: **Vít Borčany**
Tel: +420 775 354 676
E-mail: sponsorship@ees2020.eu

Conference secretariat: C-IN

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5. května 65, 140 21 Prague, Czech Republic
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EES Conference Coordination Team

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To learn more, visit www.ees2020.eu or www.europeanevaluation.org