The 7th Higher Education Leadership Forum

MENA

Global Challenges, Local Impact: Higher Education's Role in Shaping a Resilient Future

28th - 30th September, 2026 | Kempinski Central Avenue, Dubai - UAE

Sponsorship Packages

Forum Organiser

CLICKS

Center for Learning Innovations & Customized Knowledge Solutions

ABOUT

The 7th MENA Higher Education Leadership Forum

The **7 th MENA Higher Education Leadership Forum (MENA-HELF)**, organized by the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS), will return in September 2026 as a landmark event, bringing together higher education leaders, policymakers, and industry experts from over 50 countries.

As the world undergoes rapid and profound transformations, higher education institutions (HEIs) are at a critical juncture. Issues such as climate change, digital disruption, economic volatility, shifting workforce demands, and geopolitical instability are redefining the role of universities and their responsibilities toward students, societies, and economies. Universities must navigate these disruptions while ensuring institutional resilience, social impact, and alignment with evolving labor market needs. This edition of the forum will be organized under the theme **"Global Challenges, Local Impact: Higher Education's Role in Shaping a Resilient Future"**

A Platform for Critical Dialogue and Action

The 7th MENA-HELF will serve as a dynamic platform for thought leadership, knowledge exchange, and collaboration, providing higher education leaders with strategic insights and actionable solutions to address these emerging challenges. The three-day forum will feature a carefully designed program, including plenary sessions, panel discussions, roundtables, workshops, and fireside chats, to foster dialogue on reimagining the future of higher education, promoting sustainability, enhancing student learning experiences, and strengthening university-industry-government partnerships. The event will also feature an exhibition showcasing cutting-edge innovations in higher education, providing participants with the opportunity to explore new solutions and services available to the sector.

Celebrating Excellence in Higher Education

A key highlight of the **7th MENA-HELF** will be the celebration of the winners of the 5th cycle of the Zairi Awards for Excellence in Higher Education. This prestigious award recognizes higher education institutions that have demonstrated exceptional innovation, measurable impact, and transformative practices in advancing education, research, and community engagement.

My deepest gratitude to Dr. Narimane Hadj Hamou, CEO of CLICKS, for having organized the 6th MENA Higher Education Leadership Forum, an event that defied an unprecedented storm in Dubai and turned out to be a great success.
The forum's theme, Towards a New Generation of Engaged Universities: The Need to Act, Adapt, and Transform, touched upon the transformation that we are witnessing in the higher education sector across constructive roundtables, keynote speeches, and spontaneous dialogues.
The discussions about upskilling the workforce, embracing technology, and fostering innovation were thoughtful and inspiring. The emphasis on empowering students engagement resonated deeply with my personal academic ethos.

PROF. DR. BASSAM ALAMEDDINE
President and Vice President for Academic Affairs, Gulf University for Science and Technology, Kuwait

MENA- HELF since its inception in 2013 has been a catalyst for innovation, policy dialogue, and institutional transformation since its inception.

06
Editions
biennial forum since 2013

A growing platform for higher education transformation.

1600+
Participants

Leaders, policymakers, and educators shaping the future.

450+
HEIs & Organizations

A diverse and engaged community of institutions.

59+
Countries

A truly global platform for knowledge exchange.

400+
Speakers & Panelists

Experts driving thought leadership in education.

Who Will Be Attending?

The **7th MENA Higher Education Leadership Forum (MENA-HELF)** will bring together a distinguished audience of around 300 decision-makers and thought leaders from over 50 countries, representing key stakeholders in the higher education ecosystem. Attendees will include:

- **Higher Education Leaders:** Rectors, Chancellors, Presidents, Vice Chancellors, Provosts, Pro-Vice Chancellors, and Deans.
- **Regional and International Association Leaders :** Presidents and senior representatives from influential organizations dedicated to higher education development.
- **Higher Education Policy Leaders and Decision-Makers:** Key figures shaping educational policies and institutional governance.
- **Regulatory and Accreditation Authorities:** Representatives from national, regional, and global accrediting and quality assurance bodies.
- **Senior Government and Industry Representatives:** Officials and executives from sectors aligned with the forum's theme, fostering collaboration between education and industry.
- **Students' Representatives:** Advocates and student leaders contributing to discussions on the future of education and student experience.
- **Researchers in Higher Education:** Experts examining the latest trends, challenges, and innovations in the sector.
- **Higher Education Service Providers:** EdTech companies, publishers, research centers, and solution providers participating in the exhibition and sponsorship program.

> The CLICKS team and their amazing leadership went far and beyond on the MENA HELF 2024. Every possible obstacle was thrown at them, including catastrophic weather conditions, and yet they hustled, hunkered down, and pushed through and made this event a very successful one. I am definitely looking forward to another one in 2026. Thank you CLICKS team.
>
> **MR. RALPH AZAR**
> Business Development Manager, Higher Education, Middle East and Africa,
> McGraw Hill International

Position Your Brand at the Forefront of Higher Education Transformation

The 7 th MENA Higher Education Leadership Forum (MENA-HELF) will bring together over 300 senior higher education leaders, policymakers, and industry experts from more than 50 countries, offering a unique platform for organizations to showcase their expertise, solutions, and innovations.

MENA-HELF presents an exceptional opportunity for sponsors to:

Gain Visibility: Position your brand in front of key decision-makers who influence policies, institutional strategies, and sector-wide transformation.

Engage with a Targeted Audience and Expand your Network: Showcase your products, solutions, services and thought leadership to an exclusive gathering of higher education leaders from the region and beyond.

Enhance Your Brand's Authority: Align your brand with innovation, excellence, and leadership in higher education, demonstrating your commitment to advancing the sector.

Foster High-Impact Collaborations: Connect with university leaders, government officials, and industry experts, opening doors for new partnerships, client engagements, and investment opportunities.

Be Part of the Conversation: Contribute to thought leadership sessions, panels, and networking discussions, positioning your organization as a key player in driving change in higher education.

> The MENA-HELF 2024 Conference connected leading university administrators and faculty to share their perspectives and ideas to cope with the many challenges facing the academy. The presentations, keynotes and discussions allowed for a rich exchange of ideas and sharing of valuable perspectives from around the world.
>
> **DR. M. NAUMAN FAROOQI**
> President and Vice Chancellor, St. Thomas University, Canada

Event Highlights

+300
Participants

+200
HEIs & Organizations

+50 Countries

+60 Speakers/ Panelists

Pre-Forum Workshops

Round Tables

Case Studies Presentations

Fire Side Chats and Panel Discussions

Networking Opportunities

Awards' Ceremony

Exhibition

Sponsorship Opportunities

Over the years, the MENA Higher Education Leadership Forum (MENA-HELF) has thrived thanks to the invaluable support of partners and sponsors who share a common vision for the advancement of higher education in the region and beyond. Their contributions have been instrumental in ensuring the success and impact of this prestigious non-profit event.

The role of sponsors and supporters remains crucial in sustaining the Forum's objectives. Sponsorship helps cover key expenses associated with the event, including venue arrangements, travel and accommodation for speakers, marketing efforts, and logistical operations, ensuring a comprehensive and high-quality experience for all participants.

Held every two years, the MENA-HELF has established itself as a leading platform that attracts high-profile delegates from around the globe, offering sponsors an exclusive opportunity to enhance their brand visibility before, during, and after the event. The Forum provides a unique space for sponsors to engage directly with decision-makers, showcase their expertise, and position themselves as key contributors to higher education transformation.

This edition, we are also welcoming universities as potential sponsors, alongside organizations and companies working in or with an interest in higher education. We invite you to explore the various sponsorship packages available, each designed to maximize visibility and engagement.

Our sponsorship packages offer valuable benefits, ensuring that sponsors receive recognition and tailored exposure throughout the Forum and beyond. These packages can also be customized to align with the specific goals and interests of our sponsors.

Target Sponsors

Sponsorship opportunities are open to organizations directly or indirectly involved in higher education and those supporting the sector through research, innovation, and sustainable development.

Target sponsors include:

- Higher Education Institutions (Universities and Colleges)
- Vocational Learning Centers and Institutes
- University Associations and Networks
- Government Organizations and Industry Partners with a vested interest in this edition's theme
- Sector Service Providers, including:
  - Technology and EdTech Providers
  - Publishers and Content Providers
  - Student Recruitment Agencies
  - Training and Professional Development Providers
  - International Accreditation Bodies and External Quality Assurance Agencies
- Research Centers and Think Tanks
- Organizations supporting Higher Education as part of their CSR Policy

> It was a privilege to speak at the MENA HELF 2024, a forum that stood out as a platform of innovation and collaboration in the higher education sector. The forum's theme perfectly encapsulated global education's dynamic and evolving landscape. The insightful discussions, thought-provoking panels, and networking opportunities have enriched our understanding and enthusiasm for shaping the future of higher education. We are inspired by the collective expertise and forward-thinking approaches shared at the forum, reinforcing our commitment to educational excellence and community engagement.
>
> **DR KARIM SAGHIR**
> Chancellor, Ajman university, UAE

Diamond Sponsorship

100,000 AED* (Limited to Two Exclusive Sponsors)

- Exclusive opportunity to deliver a 4-hour practical workshop (aligned with the Forum's theme and presented by a highly qualified expert or to engage as panelists or panel moderator) – available only for sponsorships confirmed before 30th September 2025.
- Organization's logo and profile with a website link featured on the Forum's Official Website (main and inner pages).
- Inclusion in the Forum's Printed Program Catalogue, with a full-page, A4 colored advertisement in one of the first five pages.
- 3-minute address by a senior representative during the Opening Ceremony.
- Opportunity to participate in a panel discussion (available for early bookings only).
- Up to three promotional items included in delegate bags.
- Acknowledgment as an **"Exclusive Diamond Sponsor"** during the Opening, Gala Dinner, and Closing Ceremonies, as well as throughout the Forum.
- High-profile brand visibility on all pre-event, on-site, and post-event promotional materials (email campaigns, social media ads, flyers, PowerPoint slides, signage, opening videos, etc.).
- Complimentary 3x3 exhibition booth in a prime location at the venue. Shell Scheme Booth Provided
- Placement of two roll-up banners in the pre-function area and one in the main ballroom (standard size: 1.8m x 80cm).
- Five VIP invitations to the Forum's Official Opening and Gala Dinner (as applicable).
- Certificate of Appreciation and a Trophy, presented during the Opening Ceremony.
- Five complimentary registrations for full access to the Forum.
- Exclusive 30-Minute Podcast Feature – A recorded podcast session with a senior representative from your organization, providing a platform to showcase expertise, thought leadership, and industry insights. The podcast will be professionally produced and distributed to a targeted audience, extending your brand's reach beyond the Forum.
- Invitation to the Press Conference announcing the Forum.
- Exclusive branding and exposure through pre-event and post-event communication activities.
- Access to the participants' list, including contact details.
- Pre-organized meeting slots (upon request and subject to availability).
- Special post-event coverage in CLICKS's Newsletter.

*All sponsorship packages are subject to 5% VAT

Gold Sponsorship

75,000 AED*

- Organization's logo and profile with a website link on the Forum's Official Website.
- Inclusion in the Forum's Program Catalogue, with a full-page, A4 colored advertisement.
- 2-minute address by a senior representative during the Opening Ceremony.
- Opportunity to participate in a panel discussion (available for early bookings only).
- One promotional item and a brochure included in delegate bags.
- Acknowledgment as a **"Gold Sponsor"** during the Opening and Closing Ceremonies.
- High visibility on all Forum promotional materials (email campaigns, social media ads, flyers, PowerPoint slides, signage, opening videos, etc.).
- Complimentary 3x3 exhibition booth in a high-traffic area. Shell Scheme Booth provided
- Placement of two roll-up banners in the pre-function area (standard size: 1.8m x 80cm).
- Exclusive 30-Minute Podcast Feature – A recorded podcast session with a senior representative from your organization, providing a platform to showcase expertise, thought leadership, and industry insights. The podcast will be professionally produced and distributed to a targeted audience, extending your brand's reach beyond the Forum.
- Certificate of Appreciation and a Trophy, presented during the Closing Ceremony.
- Five VIP invitations to the Forum's Official Opening and Gala Dinner (as applicable).
- Five complimentary registrations for full access to the Forum.
- Invitation to the Press Conference announcing the Forum.
- Branding at pre-event and post-event communication activities.
- Access to the participants' list.

*All sponsorship packages are subject to 5% VAT

Silver Sponsorship

50,000 AED*

- Organization's logo and profile with a website link on the Forum's Official Website.
- Inclusion in the Forum's Program Catalogue, with a half-page, A4 colored advertisement.
- One promotional item and a brochure included in delegate bags.
- Acknowledgment as a **"Silver Sponsor"** during the Opening and Closing Ceremonies.
- High visibility on all Forum promotional materials (email campaigns, social media ads, flyers, PowerPoint slides, signage, opening videos, etc.).
- Complimentary 3x3 exhibition booth in a prime location - Shell Scheme Booth.
- Placement of one roll-up banner in the pre-function area (standard size: 1.8m x 80cm).
- Three VIP invitations to the Forum's Official Opening.
- Certificate of Appreciation and a Trophy, presented during the Closing Ceremony.
- Three complimentary registrations for full access to the Forum.
- Invitation to the Press Conference announcing the Forum.
- Branding at pre-event and post-event communication activities.
- Access to the participants' list.

*All sponsorship packages are subject to 5% VAT

Bronze Sponsorship

25,000 AED*

- Organization's logo and profile with a website link on the Forum's Official Website.
- Inclusion in the Forum's Program Catalogue, with a half-page, A4 colored advertisement.
- Acknowledgment as a **"Bronze Sponsor"** during the Opening, Gala Dinner, and Closing Ceremonies.
- High visibility on all Forum promotional materials (email campaigns, social media ads, flyers, PowerPoint slides, signage, opening videos, etc.).
- Complimentary exhibition table with two chairs in a designated networking space.
- Placement of one roll-up banner in the pre-function area, next to the exhibitor's table (standard size: 1.8m x 80cm).
- Two VIP invitations to the Forum's Official Opening.
- Certificate of Appreciation and a Trophy, presented during the Closing Ceremony.
- Two complimentary registrations for full access to the Forum.
- Invitation to the Press Conference announcing the Forum.
- Branding at pre-event and post-event communication activities.
- Access to the participants' list.

*All sponsorship packages are subject to 5% VAT

"The 6th MENA HELF conference proved, once more, to be a platform for high level exchange of thoughts, ideas and perspectives on the most pressing challenges facing the sector. The calibre of speakers, depth of conversation and breadth of representation meant that participants were truly engaged, working together to help drive higher education institutions forward. The opportunities for networking meant that participants were able to explore collaborative work beyond the conference.
Thank you once again for a beautifully orchestrated two days of learning, networking and engagement with like-minded peers"

PROFESSOR YUSRA MOUZUGHI
Provost, University of Birmingham Dubai

Other Sponsorship Opportunities

Organizations that prefer to sponsor specific elements of the Forum can contribute by funding the following:

- **Forum-branded delegate bags, pens, lanyards, and badges – 15,000 AED***
- **Gift items for speakers – 10,000 AED***
- **Sponsoring the Registration Booth – 12,500 AED***
- **Technology Support (conference management software, live streaming, mobile apps, etc.) – Contact for pricing**
- **Sponsoring Coffee Breaks– 15,000 AED***
- **Sponsoring Social Program – 25,000 AED***

Benefits for Supporters

Organizations that contribute through targeted sponsorship will receive:

- Logo, profile, and website link featured on the Forum's Official Website.
- Inclusion in the Forum's Program Catalogue.
- Acknowledgment as a "Supporter of the Forum" during the Opening and Closing Ceremonies.
- Prominent logo placement on all promotional materials (email campaigns, social media ads, flyers, PowerPoint slides, signage, opening videos, etc.).
- Two VIP invitations to the Forum's Official Opening.
- Certificate of Appreciation and a Trophy, presented during the Opening Ceremony.
- One complimentary registration for full access to the Forum.
- Branding in pre-event and post-event communication activities.

*All sponsorship packages are subject to 5% VAT

Benefits

	Diamond Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship	Supporter Package
Opportunity to deliver a 4-hour practical workshop or serve on a panel (prior to 30th September 2025)	Yes	No	No	No	No
Inclusion of sponsor's logo, profile with link on the Forum's Official Website	Yes	Yes	Yes	Yes	Yes
Inclusion in the Forum's Printed Program Catalogue	Full A4 (First 5 pages)	Full A4 Page	Half A4 Page	Half A4 Page	Included
Address at the Opening Ceremony by a senior representative	Yes (3 min)	Yes (2 min)	No	No	No
Opportunity to participate in a panel discussion (for early bookings)	Yes	Yes	No	No	No
Placement of colored advertisement in the Forum Program Catalogue	1 Full A4 Colored Page	1 Full A4 Colored Page	½ A4 Colored Page	½ A4 Colored Page	No
Inclusion of promotional items in delegate bags	Up to 3 items	1 item + 1 brochure	1 item + 1 brochure	No	No
Acknowledgment as a Sponsor during Opening, Gala Dinner, and Closure	Yes, as an Exclusive Diamond Sponsor	Yes, as Gold Sponsor	Yes, as Sliver Sponsor	Yes, as Bronze Sponsor	Yes, as Supporters Package
High-profile brand visibility on all promotional materials	Yes	Yes	Yes	Yes	Yes
Complimentary exhibition booth (3x3)	Yes (Shell Scheme Booth in Prime Location)	Yes (Shell Scheme Booth in High-Traffic Area)	Yes (Shell Scheme)	Exhibition Table with 2 chairs	No
Inclusion of roll-up banners in pre-function area & main ballroom	2 in pre-function + 1 in ballroom	2 in pre-function	1 in pre-function	1 in pre-function (next to table)	No
VIP Invitations to Forum's Official Opening / Gala Dinner	5 (Forum Opening & Gala Dinner)	5 (Forum Opening)	3 (Forum Opening)	2 (Forum Opening)	2 (Forum Opening)
Certificate of Appreciation and Trophy	Yes	Yes	Yes	Yes	Certificate only
Complimentary Forum Registrations for full access	5	5	3	2	1
Exclusive 30-Minute Podcast Feature	Yes	Yes	No	No	No
Invitation to the Press Conference	Yes	Yes	Yes	Yes	Yes
Branding at pre-event and post-event communication activities	Yes	Yes	Yes	Yes	Yes
Access to participants' list	Yes	Yes	Yes	Yes	No
Pre-organized meeting slots (upon request)	Yes	No	No	No	No
Special post-event coverage in CLICKS's Newsletter	Yes	No	No	No	No

Some of our Previous Partners and Sponsors

The forum proved to be an exceptional platform for leaders, educators, and stakeholders to converge, exchange ideas, and chart a course for the future of higher education in the MENA region. The organization demonstrated impeccable professionalism and dedication to facilitating meaningful dialogue and collaboration.
The theme of the forum, "Towards a New Generation of Engaged Universities: The Need to Act, Adapt, and Transform," resonated deeply with participants, highlighting the imperative for universities to evolve in response to changing societal needs and global challenges. This theme encapsulated the essence of our discussions, emphasizing the crucial role of higher education institutions in driving innovation, fostering engagement, and effecting positive change.

PROF. SHERINE FAROUK
Associate Provost, Academic Projects & Internationalization, Abu Dhabi University

The 7th Higher Education Leadership Forum MENA

Global Challenges, Local Impact: Higher Education's Role in Shaping a Resilient Future

28th - 30th September, 2026 | Kempinski Central Avenue, Dubai - UAE

Sponsorship Form

Institution's Name:	
Institution's URL (website):	
Institution's Mailing Address:	
Institution's Tel.:	
Institution's Fax:	
Name of Contact Person:	
Designation of Contact	
e-Mail of the Contact Person	
Tel. No of the Contact Person:	

Sponsorship Type:

Sponsorship Type	Sponsorship Value	Make Your Choice
Diamond Sponsorship	100,000 AED*	☐
Gold Sponsorship	75,000 AED*	☐
Silver Sponsorship	50,000 AED*	☐
Bronze Sponsorship	25,000 AED*	☐
Supporter	10,000 - 20,000 AED* or equivalent	☐

*1USD= 3.67 AED

Approval and Authorizations

Name:	
Designation:	
Signature & Date:	

Please ensure that an official stamp of your organization is placed next to the authorized signature. Upon receipt of the completed form, our team will reach out to you with the invoice and payment details and to gather your organization's required information

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Main Organizer

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