

Media & Marketing Opportunities

The logo for the Association of Higher Education Professionals (AHEP) features the lowercase letters 'ahep' in a bold, white, sans-serif font. The letters are positioned to the right of a large, orange, downward-pointing triangle that is part of a larger geometric design on the left side of the slide. The background of the slide is a dark teal color with a faint, semi-transparent image of a woman with glasses smiling and looking to the right.

ahep

Association of
Higher Education
Professionals



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Who are AHEP?

Since 1961, our vision has been: ***'We are working towards a day when every higher education professional is connected, supported, and developed within a diverse and high-performing community.'***

The [Association of Higher Education Professionals \(AHEP\)](#) is a leading organisation for higher education professional services staff. AHEP are committed to connecting and developing every HE professional within their member community, providing a platform for networking, professional development, and career enhancement - supporting members throughout their professional journeys as they define and achieve their career ambitions.



Collaboration options (all options are flexible and can be adapted to meet your preferences)

All AHEP activity across the year is subject to a consistent, rigorous marketing treatment – this includes all AHEP events, membership updates, monthly newsletters and larger projects such as the Annual Conference and Exhibition, to name a few. Taking place across AHEP digital comms channels (social media and email campaign lists), this is your opportunity to promote your company to our diverse and growing membership and follower base, representing areas of expertise and roles from across the HE sector.

To achieve this, you will work closely with our marketing team, who will coordinate the comms highlighting your message to our audience and HE sector in a way that maximises your digital space.



Collaboration options

(all options are flexible and can be adapted to meet your preferences)

Guest Blogging:

The AHEP blog archive is a collection of expertise from across the HE sector. This option gives you the opportunity to write a blog to be featured on our website and in our member newsletter with the same offered in return on the Evasys insights platform and blog page. These articles offer both organisations the chance to express expertise and valuable perspectives on higher education trends, challenges, and innovative strategies, contributing to the collective knowledge within our industry.

In addition to this, there is the option to also publish the piece on LinkedIn using the platform's article function, increasing the presence of the content in more than one location. This will also be shared in a post to our audience of 14,000+ followers.

All blogs must be within a 600-1000 wordcount and content agreed with AHEP prior to publication. Based on social media data, posts will be scheduled at the time of the week that suggests optimal engagement.



Collaboration options

(all options are flexible and can be adapted to meet your preferences)

Case Studies:

AHEP and Evasys can provide mutual case studies focused on the feedback questionnaire Evasys provided for the AHEP Annual Conference. The case study would highlight AHEP's need for valuable post-event insights and how Evasys' tailored survey solution helped gather actionable feedback from attendees.

It would detail the process of survey distribution, the key findings from the responses, and how these insights have informed improvements for future conferences. The case study could be promoted on both companies' websites and through social media, showcasing how their partnership drove data-driven decision-making and enhanced attendee experiences.



Collaboration options

(all packages are flexible and can be adapted to meet your preferences)

Email campaign feature:

AHEP has three core email lists it communicates to at least once a month, *AHEP Members*, *AHEP Events Updates* & *AHEP Introductions* (those beyond the association) with a combined subscriber number of 8000+ and averaging 40-50% open rates across these lists.

AHEP and Evasys could include each other's branding in an agreed number of email campaigns by featuring each other's logos and key messaging alongside their own. For example, AHEP could highlight Evasys' feedback solutions in an email about their Annual Conference or their monthly event updates, with a section dedicated to Evasys' services and how they contributed to the event.

Similarly, Evasys could showcase AHEP's work in professional development within their own emails to followers and/or customers, positioning AHEP as a trusted partner for organisations seeking strategic guidance for professional services. Each email would include copy about the services of both companies, with a clear call to action encouraging recipients to learn more or contact both AHEP and Evasys.

All brand imagery must be provided to AHEP following consultation with the marketing team to ensure it meets the platform criteria.

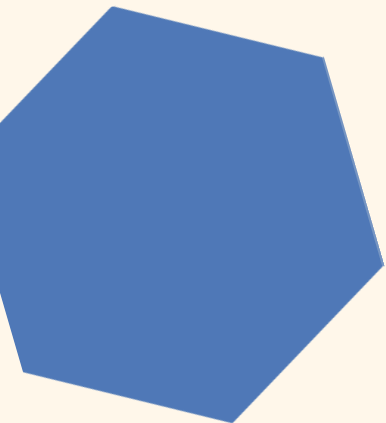


Collaboration options (all options are flexible and can be adapted to meet your preferences)

Social media cross-promotion:

AHEP and Evasys can engage in social media cross-promotion by sharing each other's content across their platforms.

AHEP could share an agreed number of posts from Evasys that highlight their expertise in feedback solutions for events, while Evasys can share AHEP's work in the higher education sector, showcasing their impact on professional development. This would increase their reach, engage their respective audiences, and build awareness of their partnership.



Bespoke Options



If there is anything we have not listed you think would benefit your organisation, we want to hear about it!

These options have been designed to be adaptable to **your** requirements.

Please speak to us if there is anything you'd like to see from a contra agreement with AHEP, and we'll gladly look at integrating this.

T&Cs

- AHEP reserves the right to feedback on and/or refuse any promotions should the content be deemed to be inappropriate by AHEP or not in accordance with its mission.
- **Liability:** AHEP shall not be liable for any indirect, incidental, consequential, or punitive damages arising out of or in connection with the sponsorship agreement, even if advised of the possibility of such damages.

