

# New Directions

## East Asia

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**Bridging divides:  
Towards a comprehensive approach to language  
teaching, learning and assessment**  
8-10 December 2022  
Bali, Indonesia



# Partnership Opportunities

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Partner with us and showcase your brand to the language assessment community at the 10th East Asia New Directions in English Language Assessment Conference in Bali, Indonesia



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# About the conference

New Directions in English Language Assessment is the British Council's flagship language testing and assessment conference. The conference provides perspectives and insight on trends and approaches in English language assessment at a local, regional, and international level. Since being established in 2013, the conference has celebrated eight editions, with the latest being held online in December 2021.



# New Directions aims to:

- Establish a unique platform for sharing both cutting-edge developments and best practice in English language assessment in education systems.
- Provide a dynamic space in which regional and international policy makers, educational professionals, academics, teachers and assessment practitioners can interact, exchange information and keep abreast of the leading developments in the field.
- Facilitate an ongoing dialogue amongst a range of regional and international professionals to explore assessment solutions that meet local needs and achieve global standards.



# Target Audience



Education and Testing  
Practitioners



Policy Makers and Implementers



Language Testing Academics



# Past conferences

The annual British Council English language assessment conference in East Asia has been held since 2013, visiting the following cities:



New Directions 2013 – Beijing



New Directions 2014 – Tokyo



New Directions 2015 – Seoul



New Directions 2016 – Hanoi



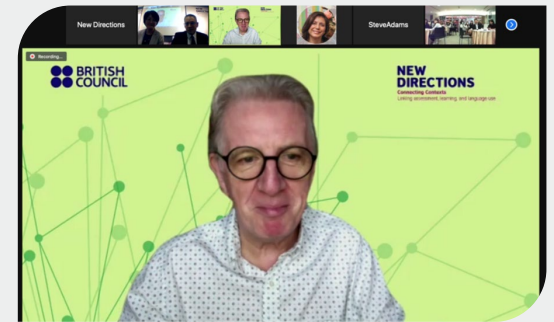
New Directions 2017 – Shanghai



New Directions 2018 – Kuala Lumpur



New Directions 2019 – Yokohama



New Directions 2020 & 2021 – Online

# 2022 Conference in Indonesia

**Dates:** 8-10 December

**Location:** Denpasar, Bali, Indonesia

**Venue:** Dharma Negara Alaya

**Format:** Face to face – Pre-conference Workshops for Teachers on December 8 will be followed by the main conference on December 9 and 10.

**Theme:** Bridging divides: Towards a comprehensive approach to language teaching, learning and assessment

As global events over the past two years have fragmented societies, isolated individuals and distanced colleagues from one other, this year's conference seeks to highlight the interconnectedness of systems, societies and people. Bringing together key influencers and pro-active practitioners in teaching, testing and the wider educational context, New Directions East Asia 2022 is titled Bridging divides: Towards a comprehensive approach to language teaching, learning and assessment. Global challenges and changes have proven to be stark reminders that barriers are permeable and that what affects one, affects all.

[2022 conference themes | British Council Foundation Indonesia](#)





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## Partner Package Benefits

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1. Logo on conference collateral
2. Exhibitor booth
3. Registrations to conference
4. Logo and profile on conference website

# 1. Logo on conference collateral

Our conference collateral will include a guide booklet and signage on entrance to the event. Your organization's logo will be included in the conference collateral and profile will be in the guide booklet.



## 2. Exhibitor booth

Your organization will be provided with an exhibitor booth in the Dharma Nagara Alaya venue for the duration of the conference including the teacher's workshop day on December 8. The booth will have display boards for posters and you will be able to distribute literature and display products to the attendees.





# 3. Registrations to the conference

Partners will receive 3 voucher codes for complimentary registration to the conference (regular price US\$50)





## 4. Logo and profile on conference website

Partner's profile and logo will be posted on our conference website. We will also announce partners via our social media channels.



# Summary

	Name	Description
1	Logo on conference collateral	Our conference collateral will include a guide booklet and signage on entrance to the event, your organization's logo will be included in the conference collateral.
2	Exhibitor booth	Your organization will be provided with an exhibitor booth in the Dharma Nagara Alaya venue for the duration of the conference including the teacher's day on December 8. The booth will have display boards for posters and you will be able to distribute literature and display products to the attendees.
3	3 x Registrations to paid event	Provision of 3 registrations tokens to the paid attendee tier of the conference (regular price \$50USD each)
4	Branding on website	Organization logo on conference website with maximum 300-word company profile. See example from 2019 conference: <a href="https://www.britishcouncil.jp/en/new-directions/partners">https://www.britishcouncil.jp/en/new-directions/partners</a>



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## Please contact us with any inquiries and for pricing information

Email

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