



ALARA World Congress

Proposed Dates:



17-20 June 2018 Norwich University, Vermont USA

Since its inception in 1991, Action Learning, Action Research Association Inc. (ALARA) and its predecessor have conducted nine World Congresses and over twenty Australasian Conferences. This global gathering of more than 200 international scholars of action research practitioners and stakeholders last met under the ALARA banner in Centurion, South Africa on November 4-7, 2015. In 2018, Norwich University will host the 10th Action Learning Action Research and 14th Participatory Action World Congress, ALARA World Congress, June 17-20, 2018 in Northfield, Vermont, USA on the theme:

The Action Learning Action Research Legacy for Transforming Social Change:

Individuals, Professionals, and Communities' Developments, Organizational Advancements, and Global Initiatives

Delegates have appreciated ALARA events' creativity and a strong sense of collegiality. The 2018 World Congress will be held concurrent with the annual Norwich University College of Graduate and Continuing Studies, CGCS, residency week for all graduating students.

ALARA is a global network of programs, institutions, professionals, and people interested in using Action Learning and Action Research to generate collaborative learning, training, research, and action to advance social change and transform workplaces, schools, colleges, universities, communities, voluntary organizations, governments, and businesses.

ALARA's vision is that action learning and action research will be widely used and publicly shared by individuals and groups creating local and global change for the achievement of a more equitable and, just and joyful, productive and sustainable society.

ALARA events intend to bring about meaningful change through new understandings and building of communities of practice around AL and AR. The highly interactive nature of these events inspires and energizes participants, as they network with colleagues from around the world, gathering new ideas and inspirations for their own projects.

Advertising the World Congress

ALARA's Norwich World Congress Organising Committee will be advertising the World Congress widely providing significant exposure for sponsors:

- ALARA's website (www.alarassociation.org)
- Norwich University World Congress website (online.norwich.edu/ALARA)

- Emails to its members around the globe, inviting them to advise their colleagues
- Emails to several professional organizations and their members and several universities and secondary school networks (also around the globe, reaching several thousand people)
- Emails to other email lists
- On web-based conference advertising sites that advise people around the world of the event
- Through the assistance and distribution channels of our sponsors and supporting organizations

The World Congress

It is appropriate that the 2018 World Congress be hosted by and at Norwich University. Norwich is a university founded upon the principles of experiential learning—hands-on learning. As Norwich University prepares to celebrate its 200th anniversary in 2019, the ALARA World Congress will help celebrate the Year of Legacy. Norwich University’s ALARA chapter will celebrate its first anniversary during the World Congress.

The Congress will commence on Sunday 17 June with a welcoming event. The following three days will include a range of presentations from Action Learning / Action Research practitioners from around the world. Around two hundred delegates will attend the Monday and Wednesday sessions, with another several hundred attending on the Tuesday in association with Norwich’s annual residency week.

A call for potential abstracts of papers, workshops, poster presentations, and participatory action research projects has been announced. This is open to all faculty, staff, practitioners, alumnae, and current students, regardless of age as well as to the general public. The Organizing Committee will make final selections not later than March 15, 2018.

The World Congress will include concurrent sessions during the three-day event with the majority of events taking place on the campus of Norwich University. A full listing of events will be available on the ALARA website: (www.alarassociation.org), as well as the Norwich University website: (online.norwich.edu/ALARA).

Sponsorship and Advertising

Sponsorship Opportunities

- Principal World Congress Sponsor
- Major World Congress Sponsor
 - World Congress Sponsor
 - Stream Sponsor

(Please see over page for more detailed descriptions of these opportunities)

Advertising Opportunities

- Session Supporter
- Poster / Signage Advertising
- Paper Advertising

ALARA World Congress Sponsorship and Advertising Opportunities

1. Principal World Congress Sponsor

As the title indicates, all communication about the Congress will recognize that the Sponsor is the Principal Sponsor. In this capacity, the Principal Sponsor will receive the following.

- Principal Sponsor's name and logo included in all advertising material
- Listed as Principal Sponsor of Congress on ALARA and Norwich websites and on Congress Schedule given to delegates and available on ALARA website
- Acknowledged throughout Congress and in official material published about the Congress
- Sponsor-supplied inclusion for delegates (advertising material, giveaway)
- Two Representatives of Sponsor registered to attend Congress at no additional cost

Please contact ALARA to discuss the investment in the option of Principal Sponsor.

2. Major World Congress Sponsor

The Major Sponsor will receive the following.

- Name listed as Major Sponsor of Congress with logo on advertising material
- Listed as Major Sponsor of Congress on ALARA and Norwich websites and on Congress Schedule given to delegates and available on ALARA website
- Acknowledged throughout Congress and in official material published about the Congress
- Sponsor-supplied inclusion for delegates (advertising material, giveaway)
- One Representative of Sponsor registered to attend Congress at no additional cost

Please contact ALARA to discuss the investment in the option of Principal Sponsor.

3. World Congress Sponsor

A Congress Sponsor will receive the following.

- Name listed as Sponsor of Congress with small version of logo on advertising material
- Listed as Sponsor of Congress on ALARA and Norwich websites and on Congress Schedule given to delegates and available on ALARA website
- Acknowledged during Congress and in official material published about the Congress

The investment for World Congress Sponsor is \$4,000.

4. Stream Sponsor

A brief description of five-focused streams:

- *AL/AR Experiences of Individuals*: Transforming social change of individuals
- *AL/AR Experiences of Professionals*: Transformational change of stakeholders, practitioners, citizens, and the wider ecology
- *Communities' Developments*: Legacy of social and community development for transformational change
- *Organizational Advancements*: Systemic legacy for transforming social change
- *Global Initiatives*: Building on our global legacy to transform our world that supports knowledge democracy, democratic governance, conserving the environment and resources of nations and the world, the stakeholders, the citizenry, social and political institutions, and the wider ecology

A Stream Sponsor will receive the following.

- Stream named with reference to Sponsor
- Sign (or if Sponsor supplies, their sign) displayed outside room(s) for Stream
- Stream name on Congress Schedule given to delegates and available on ALARA website
- Stream name with Sponsor's name included in summarized schedule when provided during promotion

- Stream listed, with Sponsor’s name, when event described in promotional material

The investment for Stream Sponsor is \$2,000.

5. Session Supporter

- Session (such as the Welcome Cocktails, the Pamela Kruse Lecture or Congress Dinner) named with reference to Supporter
- Sign (or if Supporter supplies, their sign) displayed during session
- Name on Congress Schedule given to delegates and available on ALARA website
- Session name with Supporter identity included in summarized schedule when provided during promotion

The investment for Session Supporter is \$600.

6. Poster / Signage Advertising

- Display of poster / sign throughout Congress

) Advertising costs depend on the size of the page, color or black and white, and whether the Advertiser supplies the material. ALARA also welcomes other forms of advertising, such as CDs, memory sticks, and giveaways. Please contact ALARA to discuss these options (admin@alarassociation.org).

7. Paper Advertising

- Single leaflet amongst material for delegates

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8. Keynote Speakers

About five world-renowned scholars and esteem fellows of the action research/participatory action research community will serve as the ALARA 2018 World Congress Keynote Speakers, coupled with another influential AR/PAR scholar who will serve as moderator for a Collaborative Panel Discussion. These prominent Keynote Speakers, which include an African Ambassador to the United States, co-author of an editorial AR/PAR Guidebook, professor/scholar of sociolinguistics and education and policymaker for UNICEF, UNESCO, as well as distinguished professors, authors, and action research practitioners from Australia, UK, and US will speak to the specific stream/track to the entire World Congress attendees at different scheduled time/day during the WC.

More information about the conference tracks can be found via the [event website](#). In addition to inclusion in the World Congress event, selected proposals may be featured in the organization’s publications – the World Congress Proceedings or the ALAR Journal.

For more information contact the organizing committee:

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Addendum

Who can attend the World Congress?

Anyone can attend. Registration has commenced.

Does registration include meals?

Registration fees include breakfast and lunch each day in the University's Wise Campus Center. All dinners are special events and may require additional fees.

Where will participants be lodged?

It is up to each individual participant to decide whether to stay on campus including breakfast and lunch as well as dinner on Monday/Wednesday or to make individual hotel arrangements noted on the event website. The host committee has negotiated rates at several local hotels. However, given that this week is also the Residency event, it is recommended that reservations for either on or off campus be made as soon as availability is announced.

Where is Northfield, Vermont?

Northfield is located almost in the middle of the state, in the Green Mountains. It is about a 45-minute drive/ride from the Burlington, VT airport, (BVT), about 3 ½ hours from Boston's Logan Airport (BOS) about 2 ½ hours from Manchester, NH (MHT), and about 2 ½ hours to Montreal, Canada (YUL).

There are trains from New York that stop in the state capital Montpelier, a short 20-minute drive from the campus.

What on-campus activities are there?

The Sullivan Museum and History Center is free and open to the public Monday to Friday 8 am – 4 pm. The Medal of Honor Gallery is located at the entrance to Jackman Hall. Sabine Field has been a University landmark since 1921 and has hosted many memorable sporting events and homecoming celebrations. The statue of the founder of Norwich University, Captain Alder Partridge is located between the Kreizberg Library and Bartoletto Hall. The Class of 1959 Bridge connects the library and museum to South and West dorms. The Hall of Fame Room is located in Andrews Hall.

Tourist Information can be found at:

www.vermontvacation.com is the official state tourism site
www.vtattractions.org will show attractions throughout the state

Get the information from the residency book to add in "Family Fun."