Services Guide

mEducation Alliance 2021

The mEducation Alliance is an authoritative voice that promotes the usage of good EdTech practice, improving the effectiveness of EdTech initiatives globally by reinforcing existing EdTech ecosystems.

Our mission is to increase the impact of EdTech stakeholders globally by strengthening formal and non-formal educational systems, especially in low-resource and developing country contexts, with relevant and inclusive events, products and initiatives that are collaborative, not competitive in nature, developed in partnership with its member network and strategic partners.

This guide is an overview of our services. We’d love to hear from you! Let us know how we might become a strategic partner to design your next event, workshop, communications product or engagement campaign!

Contact us at:
medalliance@meducationalliance.org
Overview

Formed in 2010, the mEducation Alliance is a unique, multi-stakeholder convening platform that promotes collaboration and coordination between policymakers (from various governments/donors), investors, researchers, and EdTech practitioners, especially in low-resource, developing country contexts. The mEducation Alliance focuses on the role of sustainable and the appropriate usage of technology in education to improve educational outcomes.

Our Strategic Goals

Convening - Bringing together policymakers, donors, investors, governments, researchers and practitioners to promote appropriate EdTech solutions;

Communicating - Sharing good practices, relevant research and highlighting innovations with the global EdTech community;

Catalyzing - Accelerating EdTech investments, reinforcing EdTech ecosystems and promoting promising interventions and initiatives.

Our Services

EdTech Advisors - 1) supporting event development and media production, 2) communications product development, 3) engagement campaigns, 4) edtech intelligence reports, 5) matchmaking in a given countries/regions, 6) edtech impact analysis, 7) training development, and 8) certificate course development.

EdTech Needs Assessment - developing needs assessments and landscape reviews of edtech ecosystems in partnership with the mEducation Alliance members, strategic partners, policymakers, edtech innovators as well as with funders and donors.

EdTech Ecosystem Strengthening - facilitating connections via co-creation and co-development sessions with policymakers, edtech innovators, funders/donors, Alliance Members and strategic partners based on needs assessment(s) to promote sustainable EdTech ecosystems. Developing edtech action plans with diverse stakeholders and facilitating their funding.
mEducation Alliance Event Production: What Type of Event Can We Produce for You?

The following is an overview of the range of events that the mEducation Alliance can produce in their various formats (from virtual to physical) as well as the communications product development services that we offer.

We can assist with all stages of event planning, marketing, media production, pre-production, show production and post-production of the final product for online dissemination as well as develop and disseminate themed communications products. Global, national, regional

**Symposia Events**

The mEducation Alliance has in-depth experience hosting large-scale Symposia events, both in-person and virtual. For the past 11 years, we have held large annual conferences focusing on edtech. In 2020, we moved our in person event to a successful virtual platform series with thousands of attendees. During 2021, we will be hosting similar sized events. Let us help you plan yours!

**Going Global Events**

*Going Global* is a medium-sized event that is a few hours in duration and can be structured for pitch and/or networking sessions. The mEducation Alliance team prepares presenters, collects and promotes pre-recorded content, as well as can attract audience through targeted social media campaigns. The *Going Global* event format is specifically designed as a means to convene a range of global actors in the interest of promoting an exchange of innovative ideas as well as match-making opportunities between potential strategic partners and funders.

**Virtual eCafé Sessions**

The mEducation Alliance eCafé Series is a unique form of virtual event, sparking dynamic interaction between featured guests and audience members in an intimate setting (about twenty participants on average). A single organization or edtech practitioner is showcased with the mEducation team moderating the discussion. The audience has the chance to be a part of the session and ask questions throughout. It is also an opportunity to develop media content for post-event dissemination.
Our Events

Policymaker Dialogue
Series Events

The mEducation Alliance has a robust network of members and policymakers who regularly attend mEducation Alliance in-person and virtual events. We are specialists in policymaker engagement, designing engagement campaigns, events and related communications products that are designed to communicate key messages to policymakers. Let us design and disseminate your next policymaker dialogue series or plan and implement an outreach campaign to highlight your key research or program impact!

Webinars & Workshops

Do you need to organize and plan a workshop or webinar? What about an asynchronous event that revolves around an extensive marketing campaign?

Our event production and communications team can develop a custom plan that works for your scope and on your timetable. We’ll also work within your budget. Contact us to learn more.

Targeted Events + Marketing Campaigns

Africa Virtual Math Festival

Play Every Day 2020 Symposium

Coding Global: Digital Literacy Partners Forum

Going Global: Adapting High-Quality Games

Click Here

Click Here

Click Here
**Pulse Media Channel**

*Pulse Media* is an exclusive media channel produced by the mEducation Alliance that focuses on edtech innovators and innovations. *Pulse Media* uses short and medium format documentary style video content to promote voices from the field with practitioners, policy makers, and researchers.

Do you have features that you would like us to produce and promote on *Pulse Media*? Talk to us about featuring your edtech work on *Pulse Media*!

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**EdTech Connected**

*EdTech Connected* is the premiere online publication for the Global EdTech Community – produced quarterly by the mEducation Alliance featuring innovators and innovations. Would you like to feature your work in *EdTech Connected* in a sponsored special edition publication featuring your work? Do you have a need to produce similar communications products? Let us work with you to increase your visibility to the Global EdTech Community with our in-depth communications design, production and engagement team.
Engaging Research with Action Campaign Series

Do you have evidence or research findings that you would like to disseminate in a creative way to an attentive audience? Let us design your next research engagement campaign that combines live events with targeted media products and direct interaction with your key stakeholders.

Social Media Communications Campaigns

We are experts at social media message crafting, design and dissemination. Let us assist you with your social media presence with design elements and targeted messages disseminated. We’ll help you with set up or regular updates for your social media channels as needed. Or we can leverage our extensive social media channels to push your messages to our extensive network of donors, policymakers, practitioners and researchers.
Our Media & Content Production
Services Offered

Working with the mEducation Alliance communications and engagement team is a one stop shop. We produce all media in house to your exact specifications.

Media and Content Production Services that we offer:

• Video Production & Post-Production
• Audio Production
• Graphic Design
• Web Event Post-Product Production
• Post-Event Packaging (as a web, video or printed product)
• Search Engine Optimization
• Post-Event Report Production

We look forward to hearing from you to learn more about your needs for event planning, communication product development or engagement campaign design.

Contact us and we'll be happy to craft a specific plan that meets your needs, timeframe and budget!

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