



**International
Association of
Sound and Audiovisual
Archives**

PRESERVATION TRAINING PROGRAMME SPONSORSHIP OPPORTUNITIES

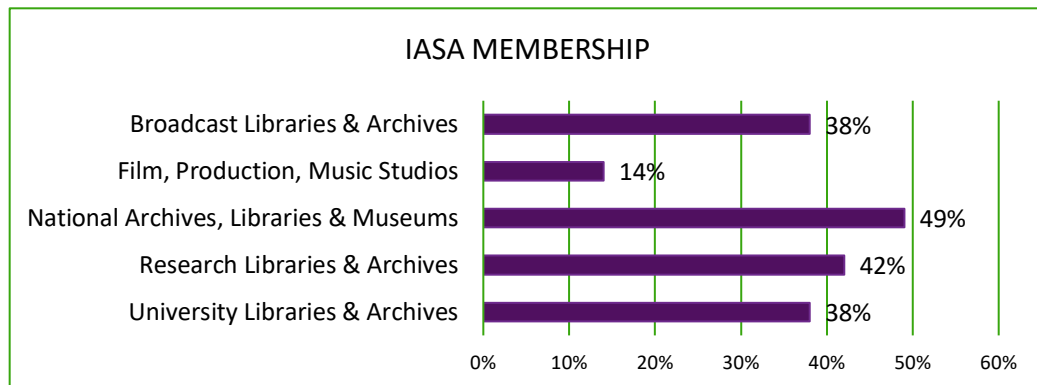
IASA PRESERVATION TRAINING PROGRAMME 2020

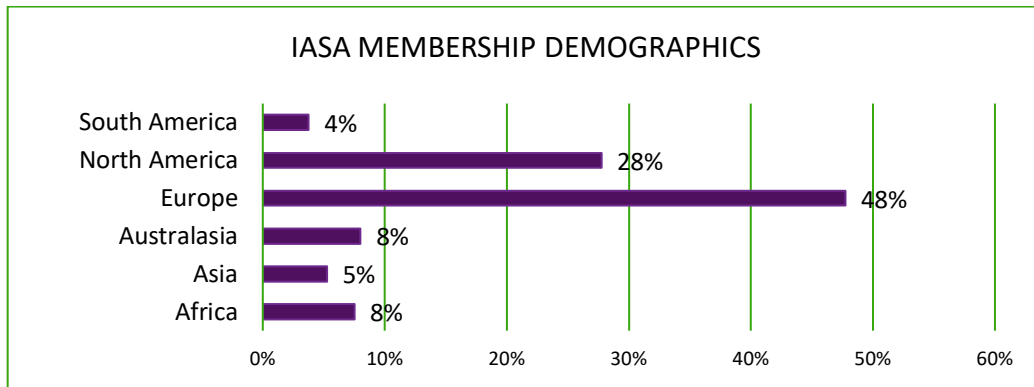
INTERNATIONAL ASSOCIATION OF SOUND AND AUDIOVISUAL ARCHIVES

www.iasa-web.org/preservation-training-programme

What is IASA?

The International Association of Sound and Audiovisual Archives (IASA) is a professional association and the authority that sets standards for the care, access, and long-term preservation of the world's sound and audiovisual heritage. Through its active worldwide membership and training initiatives, IASA supports and advocates the development of best professional standards and practice amongst organisations and individuals that share these purposes.





What does IASA do?

Industry Standards - IASA publishes industry standards for managing and preserving sound and audiovisual archives which are adopted world-wide and available in many languages

Tutorials - Tutorials and workshops are offered during conferences and presented by IASA experts on a wide range of topics, relating to the needs of the membership

IASA Journal - The IASA Journal is an open access, double-blind peer-reviewed, bi-annual publication that is highly regarded by scholars and the sound and audiovisual archive community

International Relationships - IASA is a founding member of the CCAAA (Co-ordinating Council for Audiovisual Archive Associations) and has representation at strategic UNESCO meetings.

IASA Preservation Training Programme

The IASA Preservation Training Programme aims to develop skills to build a strong AV Archive and Preservation skills base throughout the world. The location of the training programme will be based on the region where it is deemed to have the maximum positive impact. Depending on the location, a maximum number of 15-20 trainees is envisaged.

The IASA Preservation Training Programme has as its focus

- Formal audiovisual archive and preservation training
- Offering training where it will have the greatest positive regional impact
- Encouraging institutional members to apply and host a funded five day basic and introductory audiovisual archival and preservation skills course
- Tailoring the course to its audience
- Encouraging archivists from other institutions in the region to attend

- Identifying potential future trainers for the region to be selected to participate in a mentorship scheme, consisting of further training and reciprocal visits to other archives, and actively developing an enhanced network of archival expertise in their local region.

The IASA Preservation Training Programme is a unique opportunity to connect with members and their audiovisual archives, to effect more robust and resilient preservation efforts, build long-term relationships and offer much needed mentorship.

Experienced and appropriate trainers will be selected from the IASA pool of expertise, and a training curriculum based on existing demonstrably successful programmes will be agreed upon by the IASA Training and Education Committee.

IASA is committed to creating an inclusive environment that serves all people and their cultural heritage.

Why you should become an IASA Sponsor

Being an IASA Preservation Training Programme Sponsor is a unique opportunity to support development, training, and mentorship in the sound and audiovisual broadcasting, archiving, preservation, and restoration community and regions where they are most needed.

Sponsoring the IASA Preservation Training Programme constitutes valuable social investment in maintaining the education, training, standards and guidance it provides. Your generous sponsorship will ensure that this initiative will succeed in being affordable to institutions and archivists who are most in need, especially in today's global economy.

The IASA Preservation Training Programme will offer

- An exciting training programme, tailor-made to the needs of the institution with training provided by the IASA pool of experts
- A unique opportunity to raise the profile of your business
- The opportunity to reinforce and strengthen your brand position within IASA
- The opportunity to build a dedicated and long-term relationship with the institution to be trained
- Networking opportunities with like-minded regional trainees and mentees
- The opportunity to discover IASA members' needs, future requirements, and how best to support them
- Learning about IASA's involvement with training, best practices and professional standards.

IASA Preservation Training Programme Sponsorship Packages

5,000 € or more

- Your company name announced as a Sponsor at the IASA Preservation Training Programme welcoming and closing function
- Your company logo featured most prominently on the training manual (printed or digital)
- Your company logo displayed in front of all delegates on the holding slide projected between training sessions
- Logo recognition on the IASA Training and Education website, with a hyperlink through to sponsor's website
- Logo recognition on all IASA Training and Education related Social Media pages
- Your promotional banner displayed prominently at the training venue (sponsor to provide own banners)
- An exhibit table in the training registration area
- You may include leaflets and promotional material in delegates' registration bags
- Webinar opportunity during the IASA Preservation Training Programme

PLEASE NOTE: Webinar Details and Content

- Webinar must be in support of the IASA Preservation Training Programme.
Topic to be agreed upon with the IASA Training and Education Committee
- Webinar will be educational in nature
- Webinar will not exceed 60 minutes
- Webinar session will not be a sales pitch to promote a product.

Other sponsorship suggestions as priced individually below

- 2,000 € Tutorial / Workshop Session Sponsorship. Topic to be agreed upon with the IASA Training and Education Committee
- 1,000 € Printed Training Schedule and Training Manual
- 300 € Delegate Bags (environment friendly), Pens, Pen Drives (optional) and Name Tags
- 300 € Welcoming Reception
- 500 € Webinars in support of the IASA Preservation Training Programme:

PLEASE NOTE: Webinar Details and Content

- Webinar will be complimentary to attendees and In support of the IASA Preservation Training Programme. Topic to be agreed upon with the IASA Training and Education Committee
- Webinar will be educational in nature
- Webinar session will not be a sales pitch to promote a product
- Webinar will not exceed 30 minutes.

Customized sponsorship packages

We understand that some organisations may wish to tailor their own package to sponsor IASA at the 2020 IASA Preservation Training Programme. We are willing to discuss further options or extension of the sponsorship packages. Please contact Pio Pellizzari, Vice-chair: IASA Training and Education Committee or Ilse Assmann, IASA Immediate Past-President.

Further Information

All Sponsors must adhere to the [IASA Code of Conduct](#) and maintain an inclusive and supportive environment.

For further information please email:

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| Pio Pellizzari Vice President: Training & Education IASA pio.pellizzari@outlook.com | Ilse Assmann Past-President IASA past-president@iasa-web.org / ilse.assmann@outlook.com |
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