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BRIDGING LITERACIES: CONNECTING WORLDS

OXFORD UNIVERSITY, OXFORD, UK · APRIL 6-9, 2025

The Summit brings together leaders from 85 countries representing over two-thirds of the world's population, and all with a single focus – advocating, championing and educating on the vital importance of improving literacy levels across the globe.

It's the world's largest gathering of international literacy specialists, including NGO leaders, researchers, academics, literacy entrepreneurs, education companies, publishers, practitioners, government representatives and most importantly the learners themselves.



Get a glimpse of the WLS experience

The World Literacy Summit is an Initiative of the World Literacy Foundation, a global non-profit organisation that works to ensure every young individual regardless of geographic location has the opportunity to acquire literacy and reading skills to reach their full potential, succeed at school and beyond.

Visit www.worldliteracysummit.org

HIGHLIGHTS

#WORLDLITERACYSUMMIT2025



40,000
Online
viewers



85
Countries



120
presentations,
panel sessions,
and workshops



300
Speakers



Featured
Speakers



World
Literacy
Awards
2025



Need more information about the World Literacy Foundation?

REACH US AT

✉ info@worldliteracyfoundation.org



@literacy_summit



@worldliteracysummit



world-literacy-summit



@WorldLiteracySummit



World Literacy Summit

All delegates are encouraged to engage with other speakers and attendees using your favorite social media app. Follow WLS and tag this meeting as **#worldliteracysummit2025**.

Programme

Pre-Conference Day

April 6, 2025

Examination School

Registration & Badge Pick Up
Oxford Free Walking Tours
Networking Event
Social Drinks

Main Conference

Monday April 7, 2025

Sheldonian Theatre

The theme for the Main Conference is “Bridging literacies: Connecting Worlds” and includes more than 90 presentations with 5 sub-themes targeted toward all key stakeholders in the wider sector.

- *Welcome Messages from Dignitaries and Luminaries.*
- *Leading Keynotes from Education Specialists on Literacy Trends and Challenges.*
- *Panel Discussion on Traditional Publishers and challenges facing them in a Digital World.*
- *ChatGPT and the encroachment on Literacy and Education.*

Literacy Awards and Dinner

The World Literacy Council acknowledges and awards a country, an individual and an organisation for their outstanding contribution to literacy in 2024. The Albert Schweitzer Award is an acknowledgement to a person for their academic and personal contribution to address illiteracy. We will finish the day with a formal dinner at Balliol College.

Opening Ceremony

Sheldonian Theatre

The Opening Ceremony brings together Royal Family, Ambassadors, High Commissioners, Ministers of Education, Government Representatives, and VIP guests. The world media provides global coverage highlighting the issue of global literacy.

Full Day Programme

April 8 and April 9

Examination School

Full Day Program with over 250 presentations, discussions panels, Plenaries and key industry trends will be showcased with specialized dedicated tracks on:

- *UK Literacy and Teachers Challenges*
- *UK and International Libraries and their Literacy Input*
- *Dyslexia, ADD and ADHD in Literacy and the tools to fight them*
- *Social Media and its impact on communication skills and learning*

Streams

LINE 1

LITERACY CHALLENGES & SOLUTIONS

- Adult Literacy • Community-Based Interventions for Literacy • Functional Literacy
- Literacy Programs and Goals • Literacy Programs in Crisis, Displacement

LINE 2

EDUCATIONAL INNOVATION & TECHNOLOGY

- Post Pandemic Teaching - Its Impact on Learning and Education
- New Technologies/Innovation Literacy • Digital & ChatGPT in Education Impact

LINE 3

LEADERSHIP & ADVOCACY IN LITERACY

- Leadership in Literacy • Girls' Education • Youth-Led Initiatives

LINE 4

CULTURAL & LINGUISTIC LITERACY PRESERVATION

- First Nation/Mother Tongue Literacy • Early Childhood/Primary Literacy
- Other Forms of Literacy (e.g., Digital, Media, Writing)

LINE 5

GLOBAL COLLABORATION & SUSTAINABLE DEVELOPMENT

- Research, Evaluation, and Social Impact • Funding/Sustainable Development • Literacy Campaigns, World Book Day, Summer Reading, Read Aloud Day • Literacy in Africa • Impact of Challenges and Changes • Global Literacy Collaborative Network • Notable and Emerging Global Projects and Resources



**ALL ROADS
LEAD TO OXFORD**

Exhibits Welcome

Recognized as one of the best literacy gatherings in the world, all streams at this Summit will encompass aspirational young learners of today to the debating collective addressing financial illiteracy to uncovering global Ed-tech trends and their implications on literacy, the World Literacy Summit will explore these and associated ideas in the pursuit of improved literacy across the world, revealing how 'Reading Changes Lives.'

The world class program includes new and traditional summits facilitating the translation of research discoveries into improved practice. If you need to reach literacy specialists, including NGO leaders, researchers, academics, literacy pioneers, education and publishing companies, practitioners, policy makers and learners within this sector, this event represents your best promotional opportunity in 2025.

No other event focuses as closely and comprehensively on this highly specialized sector. Join us in again making the event the world's premier industry showcase to date by participating, contributing your existing services to multiple literacy specialists.

3 Key Reasons to exhibit at the World Literacy Summit 2025:

1. Access to key policy makers of literacy from over 85 countries
2. Extend your ideas and triumphs into the global market
3. Opportunity to be involved in a bespoke summit

Delegate Profile

The Conference is expected to attract up to 600 delegates. The majority of delegates are expected to be from America, United Kingdom and Australia.

In addition to this a targeted marketing program will also attract literacy professionals from Canada, Europe and Africa.

Past summits have identified that delegates attended from all around the world.



500 individual engaging



35,328 Total Likes



52,4K Twitter Impressions



40K Webinar Users



130,000,000 Media Reach

Exhibition

The World Literacy Foundation exhibition will run from Sunday 06 April to Wednesday 09 April. Morning tea, afternoon tea and lunch and will be served in the exhibition area located in the South Hall of the Examinations Schools. The exhibition final floorplan will be provided once exhibitors have confirmed and paid for their stand.

Notification of you exhibiting must be received by 13 March 2025. If not received by the due date you will be unable to exhibit. Benefits for exhibiting for space only:

- 2m x 2m (4m²) Exhibition location at WLS25
- 2m x 4m (8m²) Exhibition location at WLS25
- 1 x Exhibition staff registrations per 4m²*
- 2 x Exhibition staff registrations per 8m²*
- Acknowledgment on the WLS25 website
- Lunch, morning and afternoon tea

**Exhibitor Staff Registrations*

Exhibitor staff registrations do include attendance at WLS25 sessions/conference. Tickets to the WLS25 Awards Dinner and the 'Tech for Good' pre event workshops are not part of the inclusions.

A registration link will be sent to you once your exhibition form has been received. An online registration must be completed for each individual representative. WLS25 Awards Dinner and Tech for Good pre event workshop tickets can be purchased at an additional cost.

Additional information

The exhibitor manual will be sent to all exhibitors on receipt of your form and payment. This manual will include:

- Bump-in times / Bump-out times
- Delivery details and labels
- Floor space will be the only offering at the WLS25
- Online registration link for staff
- Venue Contact details for additional equipment (e.g. IT / audio visual)
- Floor plan
- Deadlines for supply of logos and advertising material





Exhibition Stand

- **SPACE ONLY:** Floor space without booth construction. Floor space will be the only offering at the WLS25.
- Maximum 4 - 8m² floor space in a 2m x 2m or a 2m x 4m configuration

Including

- 4m² floor space - 1 x 1.8m clothed trestle table, 2 x banquet chairs.
- 8m² floor space - 2 x 1.8m clothed trestle table, 4 x banquet chairs,

Allocation of Exhibition space

Exhibition space will be allocated by the Conference Organisers and confirmed in writing back to participating companies/organisations.

Space positions will be allocated after receiving all exhibitors forms, the date of confirmation of participation, preferences, proximity

to competitors and any other relevant matters. The World Literacy Foundation/Summit reserves the right to alter the floor plan at any time. All exhibition entitlements will not be activated until final forms and payment is received.



TO BOOK YOUR SPACE Exhibition Application Guidelines

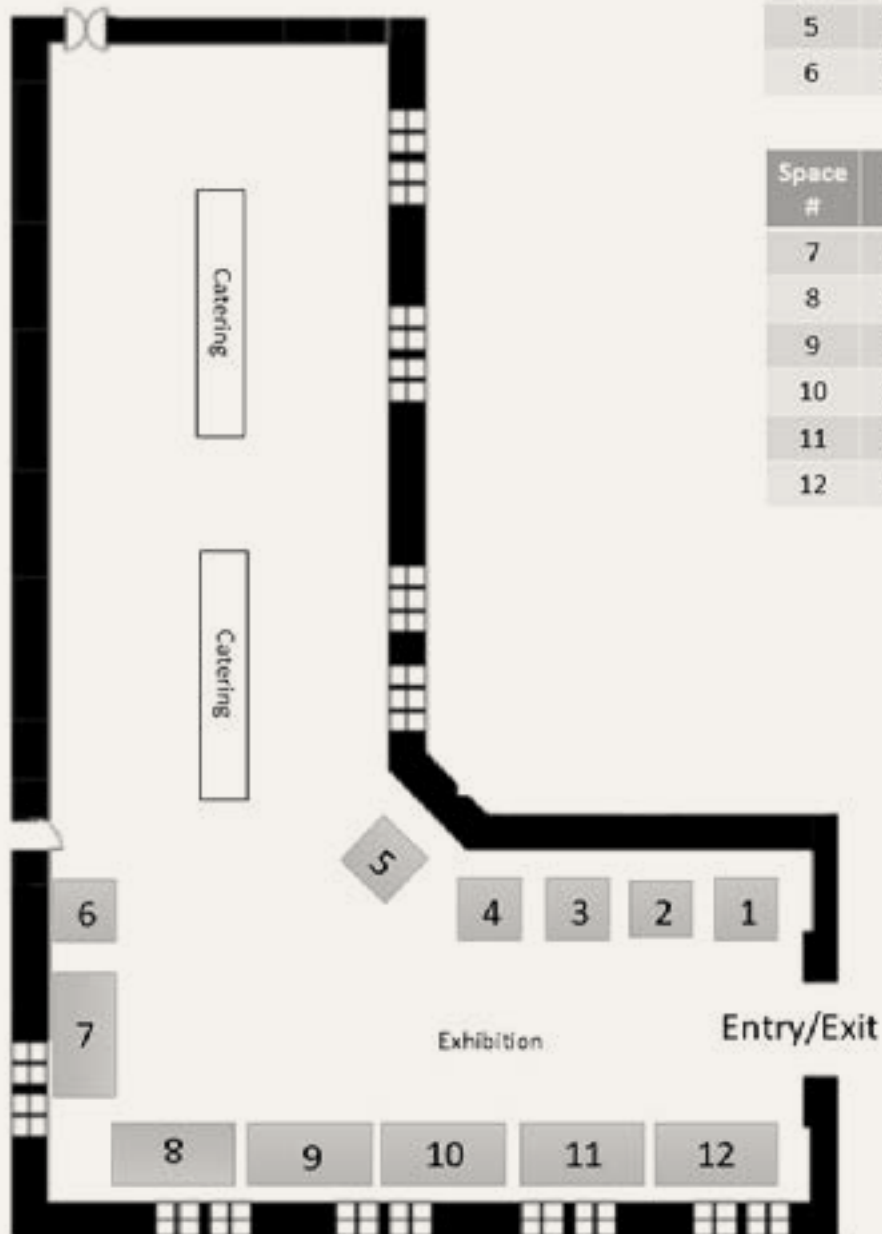
- Applications must be received by completing and returning the following Exhibition Form.
- Payment can be made via bank transfer and credit card. Please note credit card payments will incur a 2% administration and processing fee. All major credit cards accepted.

EXAMINATION *Schools*

THE NORTH SCHOOL

Space #	Size m2
1	2 x 2
2	2 x 2
3	2 x 2
4	2 x 2
5	2 x 2
6	2 x 2

Space #	Size m2
7	2 x 4
8	2 x 4
9	2 x 4
10	2 x 4
11	2 x 4
12	2 x 4



Sponsorship Opportunities

PRESENTING SPONSOR

£30,000 + VAT

As our Presenting Sponsor, you will be the host of our popular Awards Luncheon, sponsor four (4) conference scholarships, and your brand will receive prime visibility at conference and in all promotions, including a full page back cover ad in the conference program, stand-alone email to conference attendees, and optional bag insert. Plus Exhibit Stand.

WELCOME DINNER

£25,000 + VAT

As our partner, you will host our well-attended Welcome Dinner, and your brand will help kick things off while receiving major visibility in all conference promotions, including a full-page ad on the inside front right program cover, stand-alone email to conference attendees, and optional bag insert. Plus Exhibit Stand.

CONFERENCE SCHOLARSHIP SPONSOR

£5,000 + VAT

Be the brand that supports conference attendance for passionate literacy practitioners who want to take their skills to the next level. For every \$1,000 received (with a minimum of 5 Sponsorships), one scholarship—covering registration and a small travel stipend—will be awarded. Scholarship recipients will be selected in cooperation with sponsor and WLS.

Partial sponsor inquires welcome

NETWORKING HAPPY HOUR

£15,000 + VAT

Attendees love to network! Stand out as the host of conference's happiest hour. Treat attendees to a complimentary cocktail with a drink ticket featuring your logo. Optional bag insert and stand-alone email to conference attendees, and full page program ad on the inside back cover.

COFFEE SERVICE

£2,500 + VAT PER COFFEE BREAK**£6,000 + VAT FOR ALL COFFEE BREAK**

Let your brand save the day by keeping people fueled during a Monday afternoon coffee break, and Tuesday and Wednesday breakfast. Includes one stand-alone email to conference attendees.

PRINT SPONSOR

£5,000 + VAT

Keep your brand close to conference attendees throughout the event by sponsoring the printing of the conference program. A unique opportunity to receive a full conference program ad inside the front left cover and one stand-alone email to conference attendees.

FEATURED SESSION

£3,000 + VAT

Gain positive brand association and visibility as a key supporter and thought leader at one of our deep-dive featured. Exclusive branding for Tuesday Morning Breakfast Session.

**LANYARD AND
NAME BADGES**

£3,000 + VAT

BAGS

£2,500 + VAT

Take advantage of this opportunity to make a first and lasting impression with your logo featured on our durable conference bags. Bags' production by Sponsor (700 Bags minimum)

Additional Opportunities

EXHIBIT

4M² STAND - £ 1,200 + VAT**8M² STAND - £ 1,400 + VAT**

Exhibit booths will be located within the main conference wing, ensuring steady traffic. This opportunity includes:

- Free basic Wi-Fi upon request
- Company name and description (50 words or less) in conference program
- Promotion on conference website and app

**SPONSORSHIP
OPPORTUNITIES**

**WORLD
LITERACY
SUMMIT**

2025

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Interesting in Sponsoring and becoming part
of the World Literacy Summit 2025, contact:

Greg.Zaralides@worldliteracysummit.org

or

sponsor@worldliteracysummit.org



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www.worldliteracysummit.org