

## New Showcase Series—help tackle the most urgent issues in higher education.

This year, EDUCAUSE is launching a new high-visibility, Showcase Series that spotlights some of the most urgent issues in higher education and how our corporate community can help. This exclusive opportunity provides you with never-before-seen thought leadership and branding opportunities, and helps align your brand with important conversations taking place in the higher ed community.

### Upcoming Topics & Launch Dates

- Engaging Students by Design | April 5
- Looking Beyond Technology for Inclusive Student Success | April 26
- Cybersecurity Turned Inside Out | June 7
- Why Analytics is Your Superhero | August 9
- How Digital Transformation Powers the Post-Pandemic Institution | September 20
- The Future is Here: Your 2022 Planning Guide | December 6

### Your Benefits



#### Strategic content marketing.

Have an article, blog, white paper, webinar, or other piece of content that showcases your expertise on a series topic? We'll help you generate traffic to your most relevant and valuable content—building your brand authority.



#### Deep understanding that builds trust.

When you align your brand and content with a topic, you can build deeper, more meaningful connections with our community and demonstrate your understanding of their current pain points and how you can help.

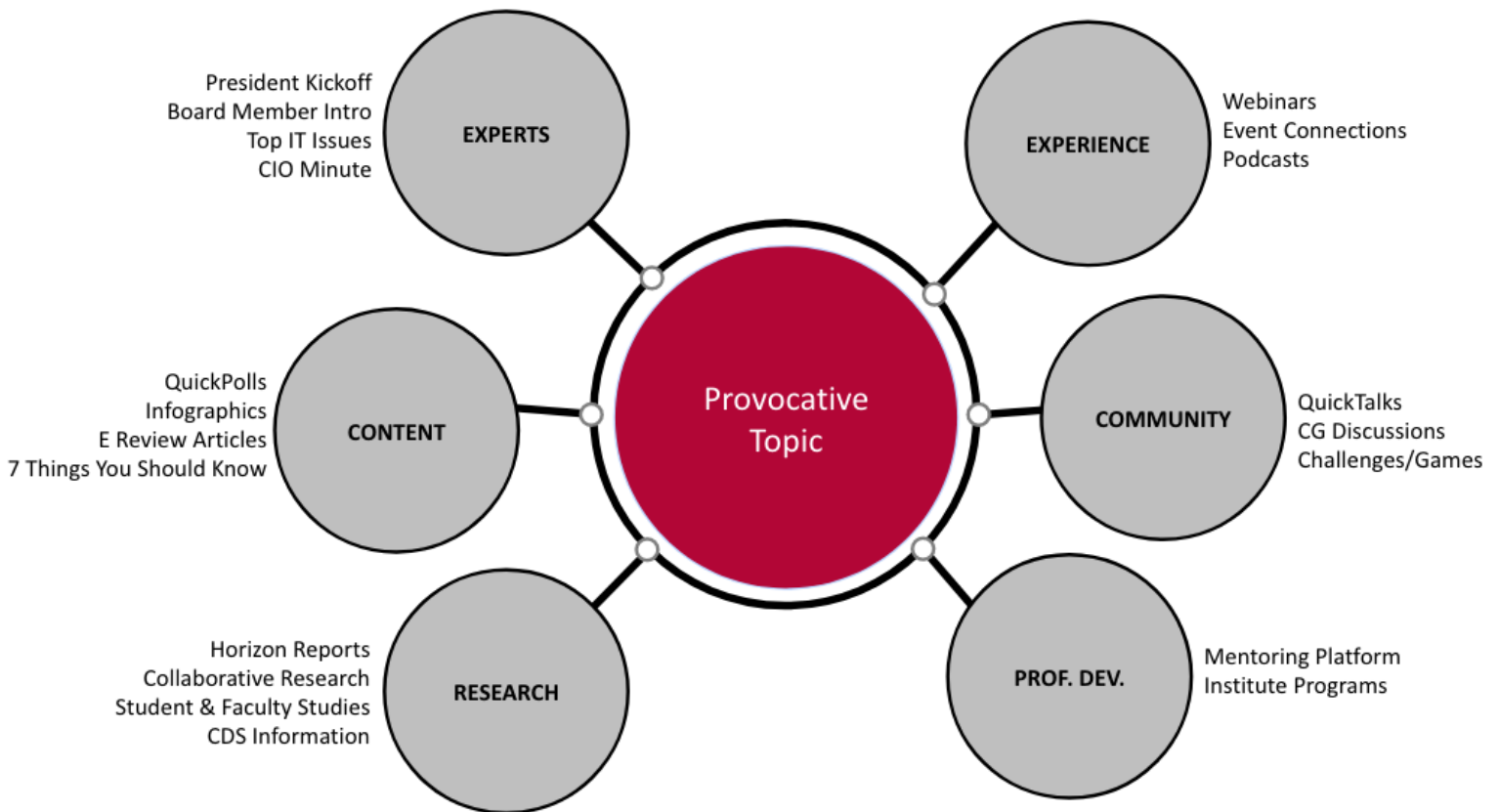


#### Remain top of mind.

Several opportunities are available to plug your brand into some of our most popular resources related to each topic.

# A Holistic Experience

This opportunity is your chance to be part of a comprehensive strategy that aligns content, products, programs, and experiences around a single, urgent issue.



EDUCAUSE will create a web presence that serves as the primary place the community can easily turn to to find what they need. Robust outreach plans to tens of thousands in the EDUCAUSE community across multiple channels will drive traffic its way.

There will be several events, resources, and other tools that align with each topic and help create a seamless, dynamic experience.



## Series Inclusions

Limited packages are available and may include:

- Addition of your own content marketing pieces that live on your site, driving traffic your way.
- Your logo and unique URL on the main web page, giving your brand high visibility.
- Your logo on EDUCAUSE signature reports and content.
- Advertising on relevant products and services.
- Social media reach across EDUCAUSE Twitter, Facebook, and LinkedIn channels, which have over 100,000 followers combined.



## Ready to Join Us?

The higher education community is in the midst of tackling many urgent issues. How can you help?

To be part of this new and exciting series, contact our Corporate Team at [corp@educause.edu](mailto:corp@educause.edu) to discuss how you can get involved.

To learn more about EDUCAUSE and opportunities available to get engaged, please visit [educause.edu/corporate-participation](https://educause.edu/corporate-participation). You can also contact us by email at [corp@educause.edu](mailto:corp@educause.edu) or call 303-939-0326.