

The World100

MANAGING THE REPUTATIONS OF WORLD-CLASS UNIVERSITIES



RESEARCH

WORLD-CLASS

NETWORK

REPUTATION

CONNECTION

COMMUNICATION

W100 REPUTATION NETWORK MEMBERSHIP BROCHURE

UNIVERSITY COLLEGE DUBLIN - W100 ANNUAL CONFERENCE 2016



INTRODUCTION

The World 100 Reputation Network is a group of the world's most prestigious universities, undertaking research that enhances professional activity around reputation management, international relations and strategy.

It connects senior staff in world-class institutions, and is the only professional network for directors of communications, marketing, and international at world-ranked universities.

Now comprising some of the world's best institutions from every continent, the W100's international diversity is one of the reasons members find the Network so valuable. The Network offers members the opportunity to become part of a global community, existing to share good practice, transfer knowledge, and overcome common challenges.

Our members actively contribute to the development of the Network by hosting and participating in W100 events. All our events, whether it be an international conference or an exclusive study tour, enable members to exchange innovative perspectives on reputation, and global brand building.

Research is our third key offering. Reputation is fast moving, and universities are constantly forced to evaluate their actions, friends and audiences. That is why our research projects are much valued by members and are at the heart of what we do. Research informs practice, explains budgetary decisions, progresses strategy and enables reputation managers to excel in their jobs.

“We believe that a global outlook and international community supported by ground-breaking research is the only way to push the boundaries of reputation for universities that consider themselves – and are considered to be – world-class.”

Louise Simpson



Louise Simpson
Director

The World 100
Reputation Network

W100 MEMBERS

Membership is exclusive to universities ranked in the top 200 of the THE, QS, SJT and US News rankings. The Network is constantly expanding and evolving, but you can view an up to date list of our members at: www.theworld100.com

THE BENEFITS OF MEMBERSHIP

Our members benefit from the following:

COMPLIMENTARY AND DISCOUNTED RATES AT W100 EVENTS

W100 events offer invaluable networking opportunities in a relaxed and informal atmosphere. They help create and strengthen personal networks for career development, benchmarking and knowledge transfer.

Professional development and institutional amplification form part of the value of Network gatherings. Members are encouraged to present on an activity, campaign or issue that they have implemented at their university, which gives them a chance to showcase their expertise in reputational management.

During the year, members gather at:

W100 ANNUAL CONFERENCE

The most significant event in the Network's calendar, the conference offers a key opportunity for members to share reputational achievements. New members are always given the opportunity to contribute presentations, thus enabling them to promote brand profile to some of the most important influencers in higher education.

You can find details of this year's conference on our website www.theworld100.com

W100 STUDY TOURS

Study tours offer a small group of senior reputation managers the chance to visit peers at world ranked universities for strategic discussions as well as the opportunity for behind the scenes visits to special facilities or departments. Previous tours have included visits to the universities of: Chicago, Western, Tokyo, Seoul National, Pohang, Edinburgh, Lund, Aarhus, Copenhagen, Princeton, Yale and ANU.

DISCOVER THE WORLD 100

Our new series of events highlight reputational issues from a country specific perspective and engage new members from W100 dense countries not yet represented in our membership. Following successful events in Amsterdam and Hong Kong we plan to host further events in Singapore, Spain, Turkey and the US. Find out more about the next Discover event at www.theworld100.com/discover.

RESEARCH

The Network engages in one annual research project that pushes the boundaries of knowledge around reputation and helps those in charge of their university's image to understand and better amplify it.

Previous research projects include:

- ❖ Website best practice for world class universities
- ❖ Structures, strategies and resources for reputational advancement
- ❖ Rise and Fall: Managing reputation associated with significant world ranking change
- ❖ Internal communications and staff engagement in world-class universities
- ❖ How international PhD students choose top universities and interpret reputation and ranking
- ❖ Choice factors in international academic job change
- ❖ Strategies and tactics for effective research communications

For information on this year's research project, please refer to our website www.theworld100.com

AURORA: MAPPING AND BENCHMARKING OF ONLINE MEDIA COVERAGE

Our Research members have the opportunity to purchase Aurora, a media service providing analysis of the coverage of World 100 universities in international online media and social networking sites.

Research members gain access to quantitative benchmarking data, and a ranking of coverage (top 40 universities by media mentions each month). We create customised reports for members which deliver qualitative content analysis to highlight the nature of the coverage (e.g. research-related), its tone (positive, negative, passive), and special features such as embedded links, use of university related captions/images, whether the article was exclusively focussed on one university, etc. The full methodology for this mapping is available on request.



BECOME A MEMBER

Membership is per institution, and each university nominates a senior member of staff who will represent his/her institution in the Network. This is typically a director with responsibility for communications, international, marketing, corporate affairs, development or public engagement.

There are three levels of membership: Research, Discover and Associate:

RESEARCH members benefit from all Network perks including free access to study tours, and full access and input into the current year's research. Research Members also receive monthly Aurora quantitative coverage, even if they choose not to purchase the full service.

DISCOVER membership provides access to all of the W100 networking services including the annual conference, Discover events and Member days. Discover Members also have access to research summaries as a taster of Research membership.

ASSOCIATE membership is open to the world's best young universities as defined by THE's Top 100 under 50 and QS's Top 50 under 50. Associate members are invited to join at the equivalent level of Research membership, receiving full networking opportunities and research services.

The tables overleaf outline the benefits associated with each level of membership.



BECOME A WORLD 100 MEMBER

To become a member or to find out more about
The World 100 Reputation Network, please contact:

Sarah Thomas,
Communications and Events Manager

info@theworld100.com



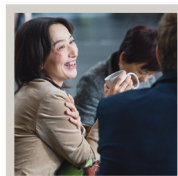
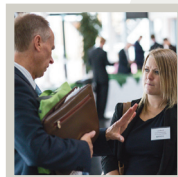
MEMBER BENEFITS

RESEARCH AND ASSOCIATE MEMBERSHIP:

- ❖ £6000 per annum
- ❖ 1 complimentary place at the World 100 annual conference
- ❖ 1 complimentary priority place on World 100 study tours
- ❖ A discount on additional tickets to the annual conference and study tour
- ❖ 1 complimentary place at 'Discover the W100' events
- ❖ Full access to research reports for each year of membership and summaries of all previous research
- ❖ The opportunity to participate in the annual research project
- ❖ The option to purchase Aurora, qualitative international media evaluation & benchmarking
- ❖ Free access to summary Aurora reports, quantitative international media benchmarking
- ❖ Full web page profile with RSS news feed
- ❖ Access to password protected member area
- ❖ Priority booking for W100 Reputation Academies

DISCOVER MEMBERSHIP:

- ❖ £1500 per annum
- ❖ 1 complimentary place at the World 100 annual conference
- ❖ A discount on additional tickets to the annual conference
- ❖ 1 complimentary place at 'Discover the W100' events
- ❖ Full web page profile with RSS news feed
- ❖ Access to password protected member area
- ❖ Priority booking for W100 Reputation Academies



TERMS & CONDITIONS OF MEMBERSHIP

1. Membership is per institution. Each member institution may nominate one senior member who will represent his/her institution within the Network.
2. Membership is open to any university placed in the World top 200 of the internationally recognised world rankings (THE, SJT, QS & US News).
3. Research members will nominate research topics and decide upon each year's research project.
4. Members must not pass on World 100 research or information developed for the network, or for its conferences, to any individual, any company, any member of the media or any institution outside its own membership university without prior agreement from the Director of The World 100 Reputation Network.
5. A minimum number of subscribers will be required to allow the annual research project to go ahead.
6. The membership year runs from 1 October to 30 September.
7. Member fees must be paid by 1 October or by the date of that year's annual conference, whichever falls first.
8. Delegates are responsible for their own insurance and healthcare during W100 events. The World 100 Network is not liable for the health, safety or welfare of delegates.
9. The World 100 Reputation Network is managed by The Knowledge Partnership UK Limited, an international higher education consultancy.



UNIVERSITY OF GLASGOW - W100 STUDY TOUR 2016

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