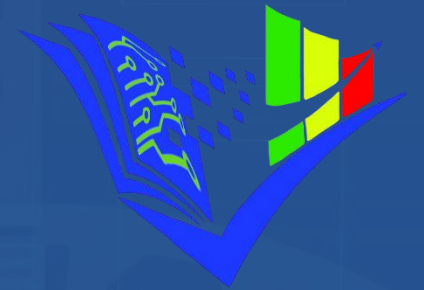


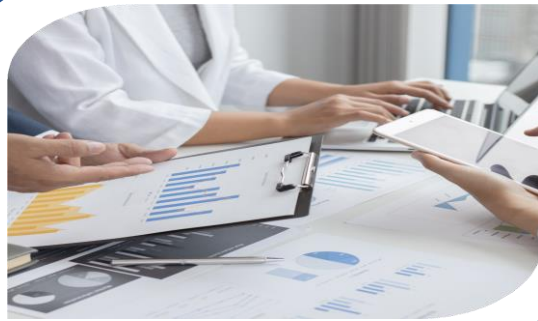


# The 41<sup>st</sup> Annual Conference of the Association for Educational Assessment in Africa (AEAA)



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Educational Assessment And Examinations Service

## SPONSORSHIP PACKAGE



✉ [aeaa2025@eas.et](mailto:aeaa2025@eas.et)

📍 **Venue: Sky Light Hotel**

## *THEME*

*Transforming Educational Assessment:  
Towards Quality Learning and Informed  
Decision Making*

**25<sup>th</sup> - 29<sup>th</sup> August 2025**

## 1. Introduction

Many African nations face challenges in delivering high-quality educational assessments that inform policy and practice. The Association Educational Assessment in Africa (AEAA) Conference will address these challenges by fostering collaboration and knowledge exchange among stakeholders, promoting best practices, and encouraging innovative solutions to educational assessment issues.



The 41<sup>st</sup> AEAA conference aims to bring together educational leaders, policymakers, researchers, and practitioners from across Africa and the globe to discuss and advance the field of educational assessment. The conference aims at providing educators with a platform for knowledge sharing on best practices in examinations and assessments.

Ethiopia is one of the oldest countries in Africa, the emergence of Ethiopian civilization dates back thousands of years. Ethiopia was among the first independent nations to sign the Charter of the United Nations, and it gave moral and material support to the decolonization of Africa and to the growth of Pan-African cooperation. There are surprising facts about Ethiopia, there are thirteen months on

the calendar in Ethiopia, Ethiopia runs on its own time, Ethiopia was never colonized by Europeans, Ethiopia is a nation of festivals, and Coffee was discovered in Ethiopia.

The capital city of Ethiopia is Addis Ababa, and it is the largest city of Ethiopia. It is also a highly developed and important cultural, artistic and financial center of Ethiopia. Addis Ababa is also the political capital of Africa due to its historical, diplomatic and political importance to the continent. Addis Ababa is the headquarters of the African Union.

Federal Democratic Republic of Ethiopia Educational Assessment and examinations Service will host the 41<sup>st</sup> AEAA conference from August 25- 29 2025 at Skylight Hotel, Addis Ababa Ethiopia.

## 2. Objective

- The primary objective of AEAA conference is to enhance educational assessment practices across Africa, ensuring that they are effective, equitable, and aligned with international standards. The following are the specific objectives the conference:



### 3. About The Association for Educational Assessment in Africa (AEAA)

The Association for Educational Assessment in Africa (AEAA)



is a continental body that has twenty-one (21) active Primary Members (educational assessment bodies) with several individual members drawn from both public and private institutions

mainly from Sub-Sahara Africa. The primary members are drawn from the following countries: Botswana, Nigeria, Cameroon, Tanzania, Ethiopia, Rwanda, Gambia, Sierra Leone, Ghana, South Africa, Kenya, South Sudan, Lesotho, Eswatini, Liberia, Uganda, Malawi, Zambia, Mozambique, Zimbabwe, Namibia.

It was established in the year 1982 by Examination and Assessment Boards from six (6) member states of Kenya, Uganda, Tanzania, Botswana, Lesotho and Malawi. The Association started as a sub- regional conference for Heads of institutions responsible for educational assessment in the

Eastern and Southern Africa which has since been spread to the rest of the continent.

The vision of the Association for Educational Assessment in Africa (AEAA) is “Harmonization of Education Assessment on the African continent”.

AEAA is an affiliate member to the International Association for Educational Assessment (IAEA). The membership of IAEA is drawn from assessment institutions, individuals and other stakeholders around the world.

AEAA provides an annual forum held in different member states in Africa on rotational basis, where educational assessment bodies worldwide come together to benchmark, share knowledge, experiences and consequently adapt best practices in educational assessment.

Hence, the Association for Educational Assessment in Africa is organizing its annual conference on the theme "Transforming Educational Assessment: Towards Quality Learning and Informed Decision Making." The conference will be held from August 25th to 29th, 2025, at the Skylight Hotel in Addis Ababa, Ethiopia.

#### 4. Expected Outcomes

- Participation of over 500 delegates from different African countries, and the globe: higher officials, policy makers, assessment bodies, researchers, educators, NGOs, and international organizations.
- Post-conference training and capacity-building initiatives in different African countries to enhance their national assessment practice
- Increased awareness and advocacy on the importance of educational assessments in achieving SDG 4 and Continental Educational Strategy for Africa (CESA) goals.
- Policy briefs and actionable recommendations submitted to African Union member states, outlining key strategies

to strengthen educational assessment systems continent-wide.

- Enhanced collaboration among African countries on educational assessment reforms.
- Increased capacity of national education assessment bodies to develop and implement effective assessment strategies.
- A set of actionable recommendations for national governments and regional bodies to strengthen their education assessment frameworks.
- Strengthened partnerships between public, private, and civil society actors in advancing the role of educational assessments in achieving quality education across Africa.

## CONFERENCE SUB-THEMES

- 1 **Beyond the Test: Rethinking classroom assessment to foster holistic learning.**
- 2 **Leveraging Technology in educational assessment.**
- 3 **Aligning educational assessment to curriculum and classroom experiences.**
- 4 **Ensuring inclusive assessment practices to address diverse learners' abilities, talents and competencies.**
- 5 **Leveraging educational assessment data for decision-making and accountability.**
- 6 **Innovations and strategies to combat examination malpractices.**
- 7 **Aligning TVET assessment with industry standards.**
- 8 **Collaboration for harmonisation of educational assessment standards.**

For information on VISA application, please go to the following website: <https://www.evisa.gov.et/>

## CONTACT PERSONS

**CEO/ Director General**

Email: [eshetu.kebede@eaes.et](mailto:eshetu.kebede@eaes.et)

**Yilikal Wondimeneh**

Email: [yilikal.wondimeneh@eaes.et](mailto:yilikal.wondimeneh@eaes.et)

Cell: +251-911514292

**Dr. Effa Gurmu: [effa.gurmu@eaes.et](mailto:effa.gurmu@eaes.et)**

Cell: +251-956305723

 Email: [aeaa2025@eaes.et](mailto:aeaa2025@eaes.et)  Website: [www.eaes.et](http://www.eaes.et)

## 5. Conference Theme:

The theme of the 41st AEAA Conference is **“Transforming Educational Assessment: Towards Quality Learning and Informed Decision Making”**

This theme will guide the sessions, discussions, and workshops throughout the event, aligning the conference with the African Union’s Continental Education Strategy for Africa (CESA) and the global agenda of improving education systems to meet the evolving needs of learners.



**41<sup>ST</sup>**  
**ANNUAL CONFERENCE OF**  
**THE ASSOCIATION FOR EDUCATIONAL**  
**ASSESSMENT IN AFRICA (AEAA)**

**SKYLIGHT HOTEL**  
**25<sup>TH</sup> - 29<sup>TH</sup> AUGUST**

**ADDIS ABABA,**  
**ETHIOPIA.**

**2025**

**THEME:**

**TRANSFORMING**  
**EDUCATIONAL ASSESSMENT:**  
**TOWARDS QUALITY LEARNING AND INFORMED**  
**DECISION MAKING**



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Educational Assessment and Examinations Service

SkyLight Hotel



## 6. Participants

The AEAA conference participants will be:

- Government representatives
- Ministries of Education across Africa
- Educational policymakers and practitioners
- Researchers and academics specializing in educational assessments
- Representatives from international organizations.
- Regional and international NGOs working in the education sector
- Corporate sponsors with interests in education technology and innovation
- Donors and development partners
- Educational assessment agencies and boards from across Africa.

The AEAA members hold high expectations for benchmarking with Ethiopia during the upcoming Conference. This exceptional forum will serve as a pivotal opportunity for universities, educational institutions, and professionals in educational assessment to engage in research, exchange innovative ideas, and gain exposure to global trends shaping the field of educational assessment.

We anticipate that over 400 international delegates, along with 100 Ethiopian representatives, will attend the 2025 AEAA Conference, underscoring the significance and scale of this event.





## 7. Venue of the Conference

The FDRE Educational Assessment and Examinations Service (EAES) will host the 41st Annual Association of Educational Assessment in Africa (AEAA) conference scheduled from 25th to 29th August 2025 at Sky Light Hotel, Addis Ababa.



## 8. Sponsorship Opportunities

The Conference offers unique opportunity to promote your brand, increasing visibility and recognition on both continental and global stages. As a sponsor, you'll engage in valuable networking with influential leaders in the education sector, participating in dynamic discussions that encompass key topics such as research and innovation, educational assessment and examinations, curriculum development, instructional materials, and digital literacy. Don't miss this chance to showcase your commitment to advancing education and to connect with transformative ideas and thought leaders in the sector.



## 9. Sponsorship benefits

S/No	Category	 Platinum	 Gold	 Silver	 Bronze	 Contributor	 In-Kind Sponsorship
	AEAA sponsorship amount in USD	\$55,000	\$45,000	\$35,000	\$20,000	\$5,000	
	Equivalent in ETB	7,150,000	5,850,000	5,550,000	2,600,000	650,000	
	Number of expected sponsors	5	6	8	10	Unlimited	Unlimited
Sessions	Three Dinners: Monday, Tuesday and Thursday	Cocktail on Sunday, lunch and refreshment during conference	Venue rent, stage setup, excursion Breakfast and Lunch	<b>Conference Materials:</b> Conference Bag, Lunch Bag, T-shirt, Flash disk >= 16 GB	<b>Conference Materials:</b> Conference Entrance badge Note Book, Cape, Cultural & or Modern clothes for special guests and LOC	Delegate gifts Contribution to entertainment and cultural exchange of experience	
1.	Branding of the Dinner room	✓					
2.	Logo on Conference Lanyard	✓					
3.	85 x200 Centi meters booth at a strategic location	2	1				
4.	Short speech at selected event (at conference session or dinner time)	✓	✓	✓			
5.	Display of Company Pull-Up at selected areas	✓	✓	✓	✓		
6.	Display table	1	1	1	1		
7.	Logo on Conference Banners	✓	✓	✓	✓		
8.	Recognition in conference media adverts	✓	✓	✓	✓		
9.	No. of complimentary conference entrance tickets	4	3	2	1		
10.	Lunch with the AEAA executive team	✓	✓	✓	✓	✓	✓
11.	Opportunity to supply Company Branded Material (Pens, Notebooks, Stickers)	✓	✓	✓	✓	✓	✓
12.	Networking opportunities	✓	✓	✓	✓	✓	✓
13.	Logo on the conference website, publicity materials,	✓	✓	✓	✓	✓	✓