

FESTIVAL OF CHANGE '25

CONNECTING EDUCATION AND
TECHNOLOGY AT ALL LEVELS



Introduction

The Festival of Change is a groundbreaking, inclusive event designed to challenge mindsets, inspire critical thinking, and reimagine education for the future. It serves as a platform for young people across generations to come together, engage in meaningful dialogue, and explore innovative solutions to the pressing challenges in education. At its core, the festival is about reviving education by shifting perspectives and creating a space for thought-provoking discussions on public policy, business, and social development.

Objectives

- Reimagine Education – Facilitate discussions on transforming education systems to be future-ready, inclusive, and adaptive to societal needs.
- Shape Public Policy – Provide a space where young people can engage with policymakers, businesses, and the development sector to influence education policies.
- Foster Critical Thinking – Encourage participants to question existing structures and develop innovative mental models for problem-solving.
- Create a Collaborative Space – Unite stakeholders from government, business, and civil society to co-create solutions for educational reform.
- Empower Young Voices – Ensure that the voices of young people, as future decision-makers, are actively included in shaping education policies and systems.

Revive

FOC'24



What The Government, Business and Development Sector Need to Revive Education



Introduction

The Festival of Change 2024 (FOC'24) was held on September 7, 2024, with the mission of raising awareness about the crucial roles of Business, Government, and Development in revitalizing education in Nigeria. Themed "What the Government, Business, and Development Sector Need to Do to Revive Education," the festival aimed to ignite innovative ideas that could lead to sustainable solutions for Nigeria's education sector.

Key Highlights

- **Keynote Sessions:** Four keynote sessions featured distinguished speakers Julius Ilori, Praise Mbanali, Seun Kayode, and Victoria Oladipo, who shared transformative insights on education reform and cross-sector collaboration.
- **Attendees & Engagement:** The festival welcomed 100+ participants, fostering discussions and actionable solutions for education challenges.
- **Pitch Competitions:** Two pitch competitions centered on innovative solutions in the education sector, offering young entrepreneurs and changemakers a platform to present groundbreaking ideas.
- **Panel Discussion:** A dynamic panel session featured thought leaders from various sectors, sparking insightful conversations on policy influence, public-private partnerships, and social entrepreneurship in education.

- **Documentary:** FOC'24 also produced a documentary titled "Dreaming of a Brighter Classroom," featuring young voices sharing their aspirations and perspectives on how education and learning should serve them. The documentary provided insightful reflections on the future of education, amplifying youth-driven solutions for transformative change. The first watch party was held in Lagos on October 1, 2024, sparking meaningful conversations and actions. One of the key outcomes was a commitment to providing academic support to a featured child in the documentary, who was awarded an annual bursary of N100,000 until she graduates from secondary school.
- **Publication:** Plan is underway to publish the FOC'24 inaugural report, offering a comprehensive impact analysis of the premier edition. The publication would highlight key achievements, lessons learned, and the transformative impact the event had on attendees and the education sector. It will also provide a preview of what to expect from FOC'25, setting the stage for another year of innovation, collaboration, and progress in education and technology.

Experiential & Creative Engagements

- **Virtual Reality (VR) Experience:** Recognizing the power of experiential learning, FOC'24 integrated an immersive VR experience, allowing attendees to witness firsthand Nigeria's educational challenges and potential solutions. This initiative left a lasting impact, shifting perspectives and encouraging stakeholders to think beyond traditional problem-solving methods.
- **Live Art Exhibition:** A live art exhibition explored education's role in individual and societal transformation. This creative component deepened attendees' emotional connection to the festival's themes, emphasizing that education reform extends beyond policy.
- **Networking & Lasting Impact:** To bridge the gap between emerging educational initiatives and key stakeholders, the festival incorporated structured networking sessions where participants were matched with mentors, investors, and potential collaborators. These connections have already begun fostering ongoing partnerships, strengthening grassroots educational efforts.

As the need for education reform grows, FOC'25 embraces the theme "CONNECT: Bridging Education and Technology for All." This theme celebrates how technology can enrich learning and open doors for students at every level, making education more inclusive, accessible, and inspiring. It's about creating a warm, supportive space where digital tools not only bring us closer but also ensure that every learner from young children to university students has the opportunity to thrive. With advancements like digital classrooms, AI-powered learning, and mobile literacy programs, we see endless ways to transform education. Yet, many students in Nigeria and Africa still face challenges in accessing these innovations, making it essential for us to come together, foster community, and create solutions that truly leave no one behind.

FOC'25 will address these pressing concerns through these key areas:

- Exploring Policy Frameworks: How can governments create inclusive digital education policies that ensure no child is left behind?
- Showcasing AI Innovations in Ed-Tech: What are the most impactful and scalable technology-driven solutions transforming learning in Africa?
- Empowering Aspiring Educators & Learners: How can teachers and students adapt to and maximize technology for better learning outcomes?
- Strengthening Public-Private Partnerships: How can governments, businesses, and civil society collaborate to expand access to digital learning solutions?



Projected Achievements for FOC'25

Overall Aim:

FOC'25 aims to be a catalyst for meaningful connections and transformative change in education and technology. By bringing together policymakers, educators, students, and changemakers, the festival fosters collaboration, innovation, and actionable solutions. Our goal is for every participant to leave not just inspired but equipped—with new ideas, partnerships, and opportunities that can drive real impact in their communities and beyond.

How We Will Achieve This:

To foster these impactful connections, FOC'25 will feature:

- Career Fair – Connecting participants with industry professionals and potential employers.
- Poster Presentations
- AR/VR Booth – Offering immersive educational experiences that showcase the future of learning and work.
- Speed Mentoring – Quick, high-impact mentorship sessions with industry leaders and educators.
- Internship Opportunities – Partnerships with organizations to provide hands-on work experience.
- Art Exhibitions – Showcasing creative expressions of education and technology's role in shaping society.
- Teachers' Musicale – A unique performance celebrating the contributions of educators and the power of storytelling through music.
- Sustaining Connections Beyond FOC'25 – By creating a community that bridges established partners and organizations, we aim to facilitate the sharing of valuable opportunities with attendees.



Proposed Agenda for FOC'25

Proposed Agenda for FOC'25

- 3 Keynote Sessions
- 3 Panel Discussions
- Musicales Chorale Performance
- Documentary Screening
- Competitions:
 - Pitch Competition centered on Ed Tech Innovations
 - Debate Challenge for Secondary School Students – AI related theme
 - Ed-Tech Solutions Hackathon
 - Art Exhibitions

KEY DETAILS

- Date – June 12, 2025
- Venue – Tayo Aderinokun auditorium, University of Lagos, University Road Lagos Mainland Alina, Yaba, Lagos

TARGET AUDIENCE

- Students : Primary, Secondary, and Tertiary.
- Emerging social entrepreneurs passionate about education reform and technology integration.
- Ed-Tech Innovators and Entrepreneurs
- Teachers and Educators
- Business leaders, investors, and corporations interested in public-private partnerships, tech-based education solutions, and initiatives
- Scholars, researchers, and thought leaders in education technology,
- NGOs, social impact organizations, and foundations working on educational initiatives



Why Partner with FOC'25

Benefits of Partnering with us

- High-Impact Brand Visibility – Gain exposure as a leader in education and technology, positioning your brand in front of policymakers, educators, and innovators.
- Targeted Audience Engagement – Showcase your brand directly to a highly relevant audience, including educators, students, tech professionals, and industry leaders, increasing brand awareness and credibility.
- CSR with Real Impact – Strengthen your Corporate Social Responsibility (CSR) by directly contributing to education and digital inclusion, aligning with global development goals.
- Market Expansion & Lead Generation – Reach a highly engaged audience of students, educators, and tech professionals, creating opportunities for new customers and brand loyalty.
- Legacy & Thought Leadership – Establish your brand as a pioneer in educational transformation, ensuring long-term recognition and industry influence.

To achieve the vision of FOC, we are actively seeking partnerships, offering diverse sponsorship categories with tailored packages and benefits.

DIAMOND (N5,000,000)

- Access to the email database of registered participants
- Two speaking slots to showcase products and services
- Marketing activation opportunities at FOC
- Dedicated exhibition stand for product and service promotion
- Logo placement on the Festival banner
- Inclusion in the TV media campaign
- Branding feature on event merchandise
- Spotlight in the FOC'25 publication
- Social media activation to boost brand visibility, engagement, and following

PLATINUM (N3,000,000)

- Access to the email database of registered participants
- One speaking slot to showcase products and services
- Marketing activation opportunity at FOC
- Dedicated exhibition stand for product and service promotion
- Logo placement on the Festival banner
- Inclusion in the TV media campaign
- Spotlight in the FOC'25 publication

GOLD (N2,000,000)

- One speaking slot to showcase products and services
- Marketing activation opportunity at FOC
- Dedicated exhibition stand for product and service promotion
- Logo placement on the Festival banner
- Inclusion in the TV media campaign
- Spotlight in the FOC'25 publication

SILVER (N1,000,000)

- One speaking slot to showcase products and services
- Dedicated exhibition stand for product and service promotion
- Logo placement on the Festival banner
- Inclusion in the TV media campaign
- Spotlight in the FOC'25 publication

BRONZE (N500,000)

- Dedicated exhibition stand for product and service promotion
- Logo placement on the Festival banner
- Spotlight in the FOC'25 publication

CUSTOM PARTNERSHIP OPTION




Beyond our standard partnership tiers, we offer a Custom Partnership option for brands looking to collaborate through media, merchandise, food, beverages, or other creative contributions. This flexible approach allows you to tailor your involvement, maximize brand impact, and enhance the Festival of Change experience.



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Be part of FOC'25

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