

Acces la
literatura
științifică

Romanian
International Conference
for Research and Education



This year's edition will take place between [25th-27th October](#), in Iași.



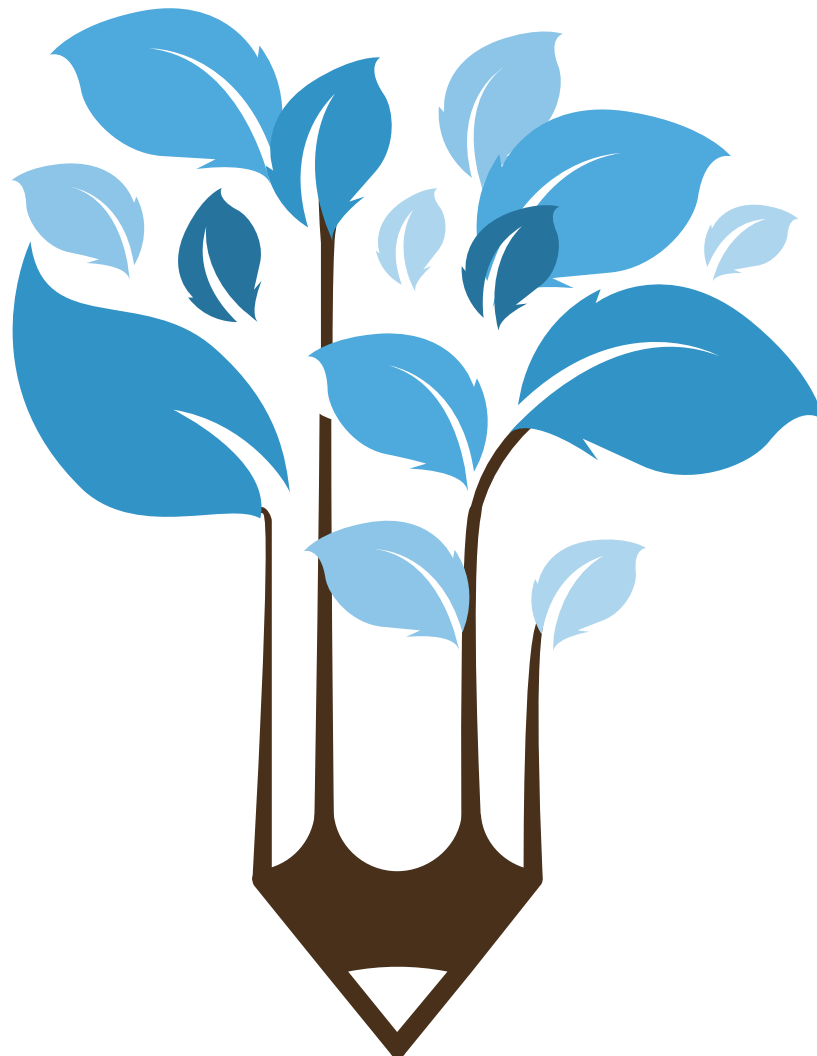
about **en**formation



We develop channels that facilitate the access to documentation resources, free or subscription based.



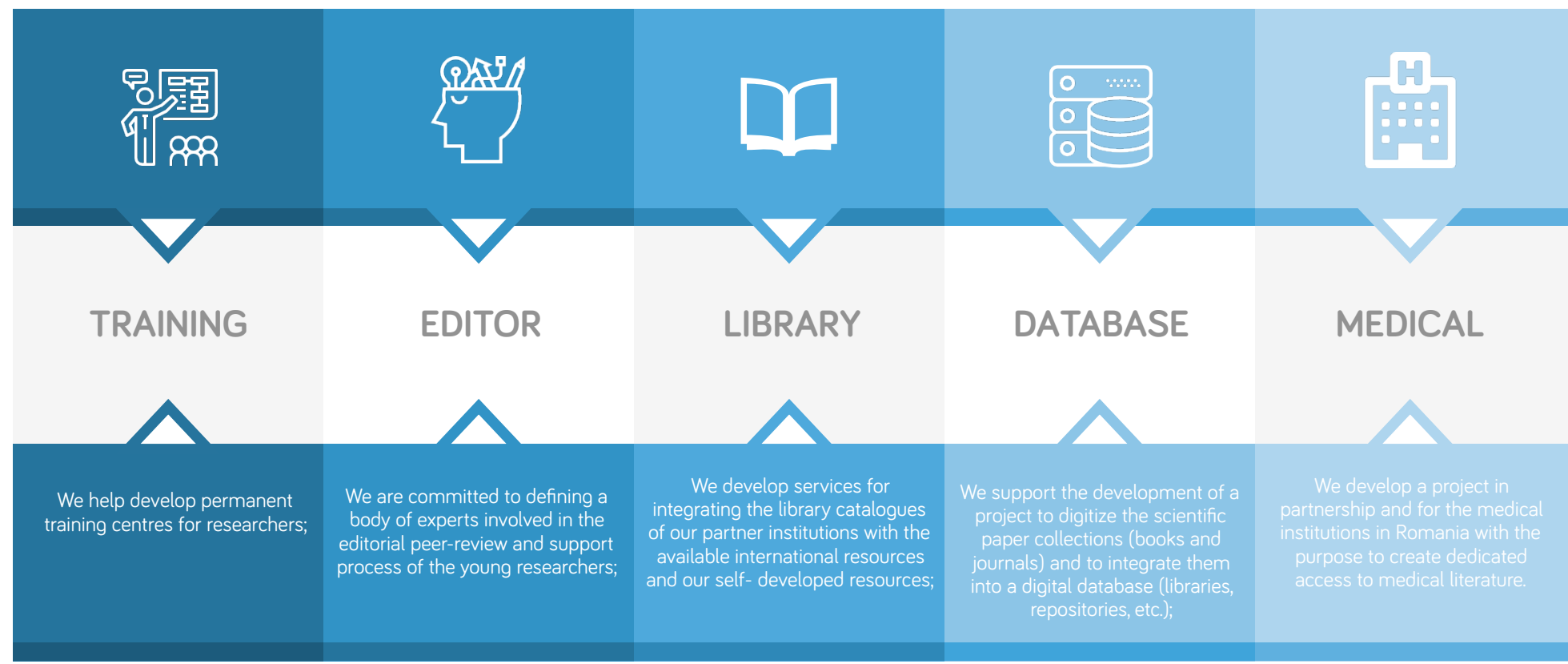
We provide users with real information support, a relevant assessment of their published papers, and seamless support for the recognition of Romanian publications.



We are actively involved in the Romanian scientific publishing, in promoting and disseminating the output of Romanian research, both for Romanian and foreign researchers.

We aim for higher quality

We have faith in a **future** with quality education for next generations.
We are glad to have you as an Enformation **partner**, founder of our future actions.



2016

let's see what happened [last year](#)



Acces la literatura științifică

”Actualizarea sistemului de învățământ și de cercetare din România.
Modele de cercetare și publicare”

After movie



objectives

event attendance offered

networking

The opportunity to make contact with representatives of major academic publishing houses with international visibility

contact

Workshops

Topics for the 4th edition :

- Research: from a global vision to business success;
- The scientific literature: paradigms and resources;
- Juniors and Seniors for education reform: concepts, practices and projects;
- Companies, organizations and associations that support education.

inform

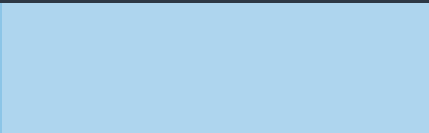
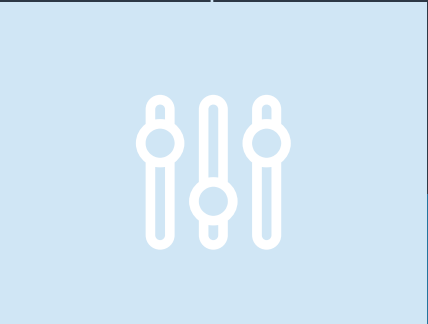
workshop

trends

International information trends on documenting scientific, documentation solutions for multidisciplinary documentation



2016 event in numbers



participants

The Conference "Access to Scientific Literature", 4th edition, hosted several guests:



Members of Romanian
Academy



Members of AnelisPlus



50 Universities



38 representatives from
26 publishers



National Library of Romania
and 3 Central University Libraries



UEFISCDI
representatives



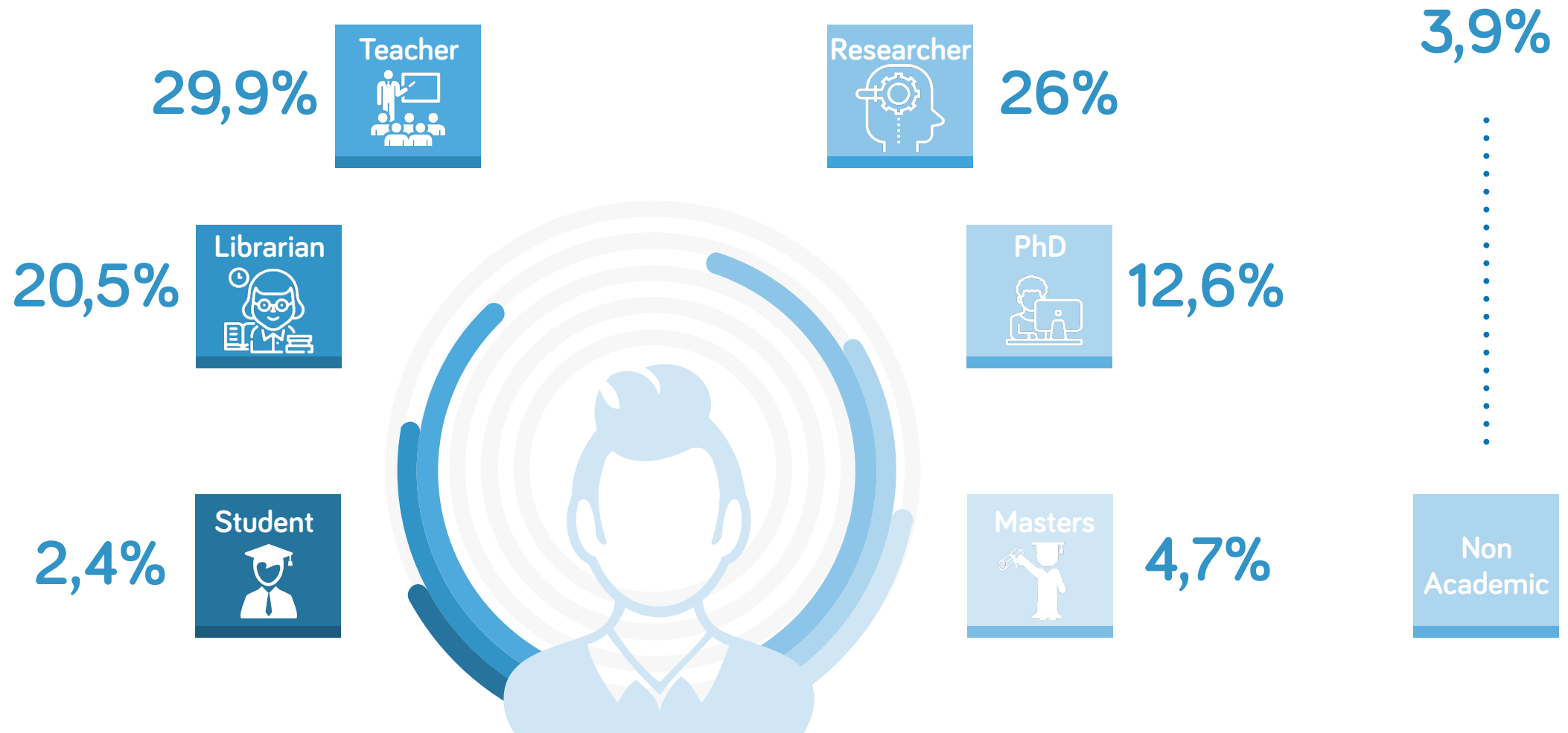
17 Research Institutes



Members of Anelis
Plus management

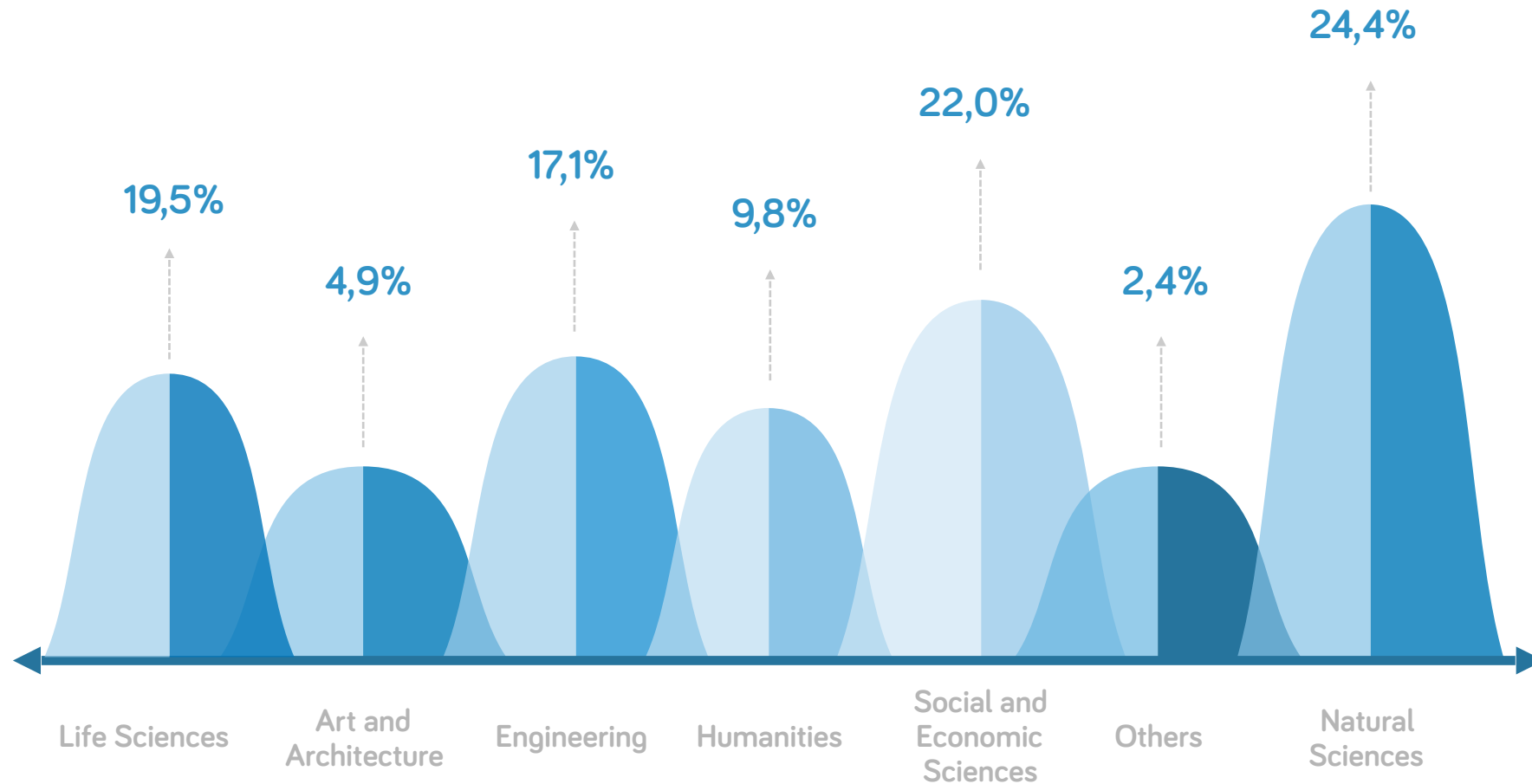
participants

by field of activity

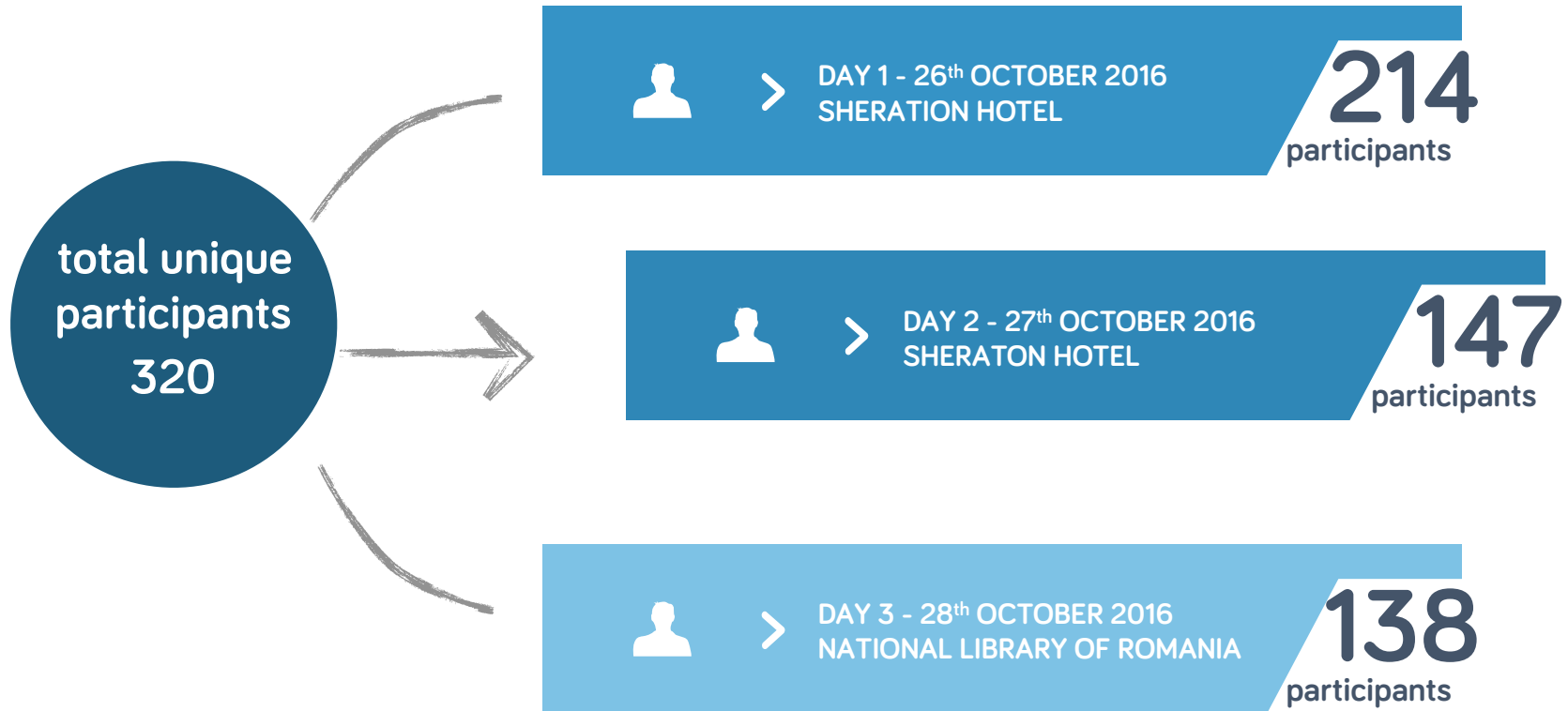


distribution of participants

by academic field



participants

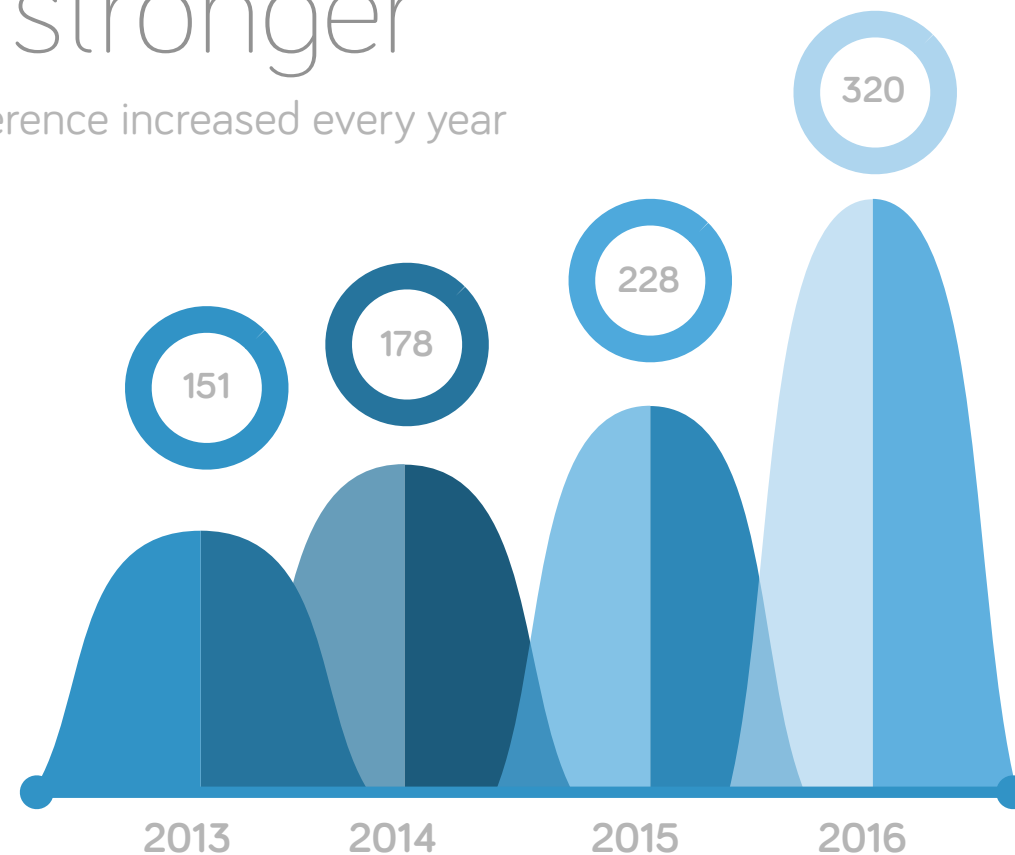
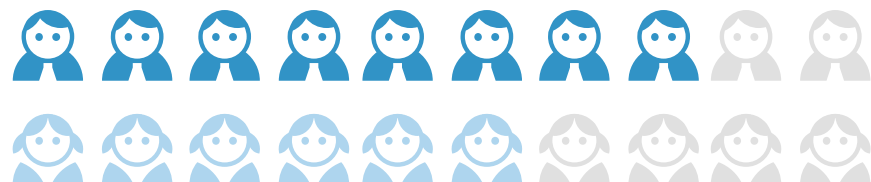


Bigger and stronger

the audience of **enformation** conference increased every year

Growth

there is a **40% growth rate** vs 2015, **80%** vs 2014 and **112%** vs 2013



our milestone of 200 participants was surpassed in 2015

Most discussed **topics** in 2016



Leon Dănilă

Model of professional activity



Paul Milata

Academic corruption in Europe



Sebastian Burduja

Higher Education Models for the 21st century: What Romania Can Learn from the US Example



Alexandru Roja

Digital transformation in education (augmented reality, virtual reality and artificial intelligence)

Let's go social - online communication tools



ANELIS PLUS website
3%

Institutions

2%



Petru Poni Institute of Macromolecular Chemistry Iasi, University Politehnica of Bucharest, Carol Davila University of Medicine and Pharmacy Bucharest, Aurel Vlaicu University of Arad, Constantin Brancusi University of Targu-Jiu, Iuliu Hatieganu University of Medicine and Pharmacy Cluj-Napoca, Gheorghe Asachi Technical University of Iasi



direct traffic

27%



12%
google

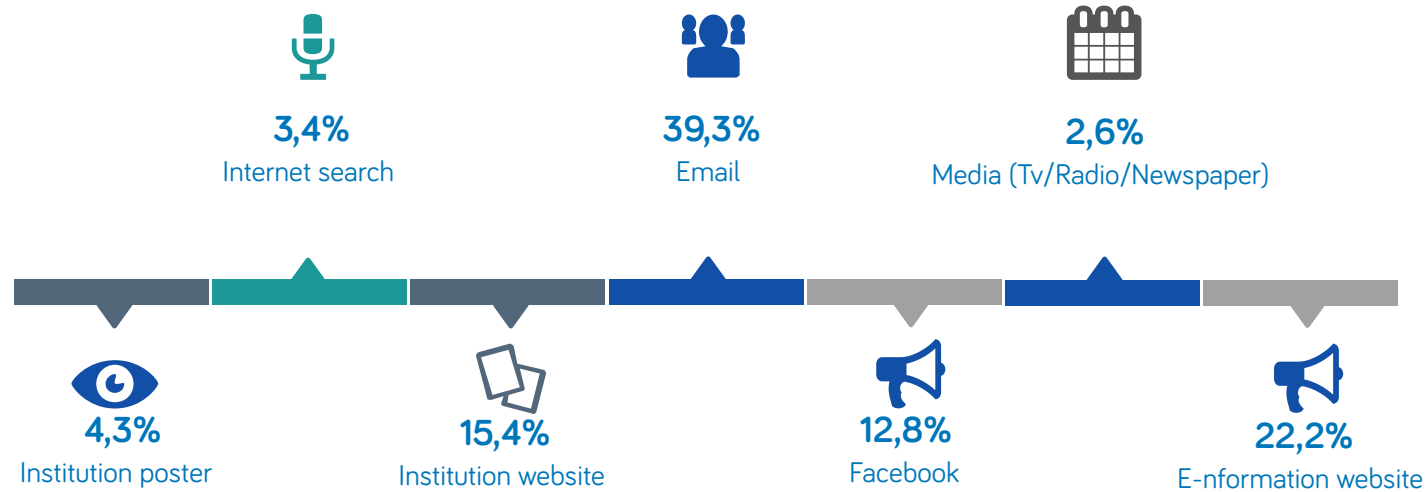


5%

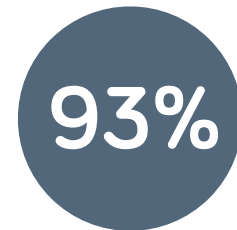
facebook

feedback

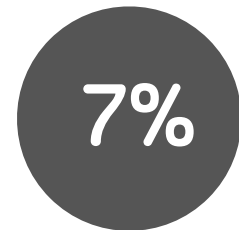
How did you **find out** about this event?



Do you use E-nformation portal?



YES



NO

feedback

What topics do you want to **be addressed** in next edition of the conference?

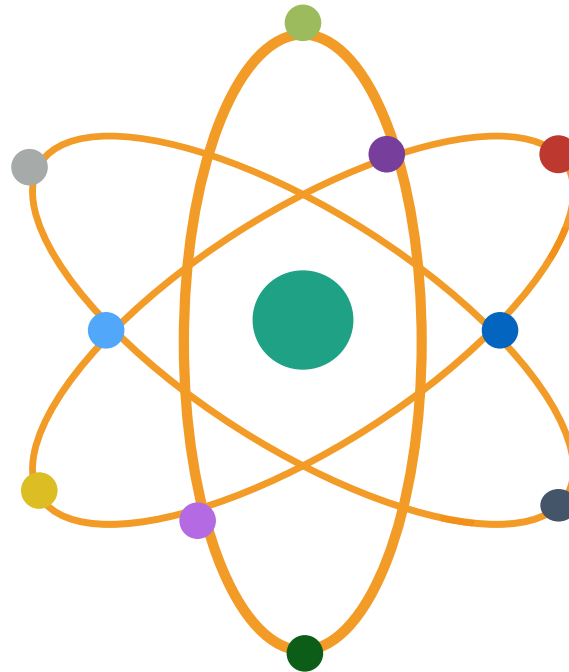
● Intellectual property

● Augmented reality, virtual reality

● New methods of research for the science education

● Plagiarism

● How to select specialty articles, selective bibliography



● Open Acces

● Health (including science of medicament)

● attracting young researchers to participate in medical research projects (20-25 years)

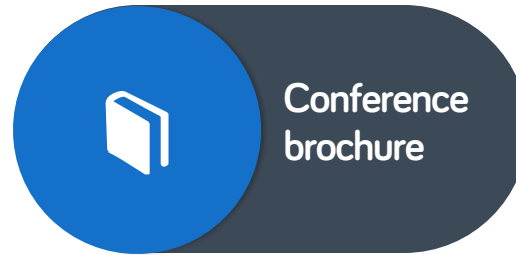
● making publishing opportunities for young researchers more effective

65

respondents

multimedia

www.enformation.ro



* requires account authentication on enformation.ro

What can you gain?

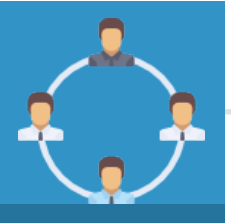
a Romania with well informed students and researchers



As your **partner, enformation** takes your sponsorship very seriously. You make a promise to sponsor our event, and in return we promise to deliver the best sponsorship benefits out there.

Connect with your customers

Customers are getting more and more conscientious about which companies they do business with. What better way to communicate your values than by sponsoring a cause that matches theirs?



Connect your brand

Your brand will be present in the academic field. Researchers and professors will find out about your company's concern for education progress in Romania.



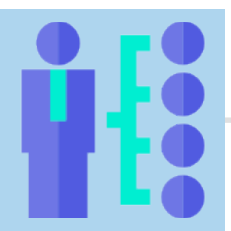
Tell your story and win new customers

Tell a whole new audience how much **your company** cares about Romanian research and education system. Every time a user will access scientific content, participate in workshops, participate to online sessions with our publishing trainers, your brand will be front and centre.



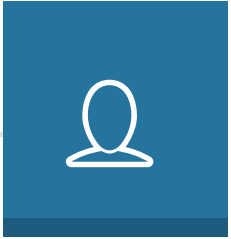
Network sharing

After 10 years of successfully providing scientific content, **enformation** has a big network of supporters in the academic community. As our sponsor, you'll have access to our extensive list of influential members, as well as our special brand.



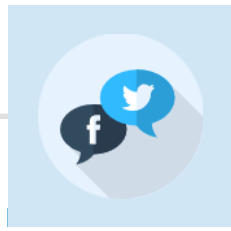
Give your staff something to smile about.

Responsible companies like **yours** know how important it is to get staff involved in giving back to the community. Talk to us about how your people can directly get involved in the project.



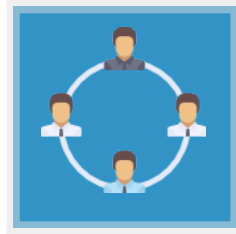
Social Media Exposure

enformation has 5.854 followers on Facebook, +14.000 total users on enformation.ro and we are active in 17 science groups in Romania.



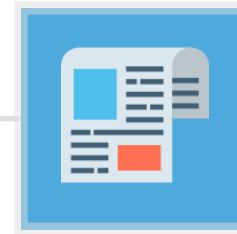
International Press Releases

We can support you to disseminate the company's message through International Press Releases. Enformation has an excellent relationship with numerous information points from abroad. It would be a pleasure for us to provide you these contacts developed over more than a decade.



National Press Exposure

Our marketing activity plan includes the option of communicating the involvement of **your company** to more than 600 academic reporters across the country.



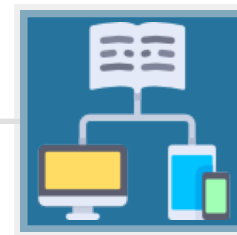
Survey

Our team will join efforts to support your company in conducting surveys, based on our vast experience.



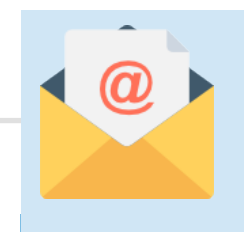
Display

Our marketing team will make sure your brand is visible to our users. This includes and is not limited to: university posters, university website posts, project website, mailchimp, giveaways, user guides, banners, etc.



Proven track record of honesty and accountability

You want to know how your sponsorship dollars are working to raise awareness and funds for your company. We provide detailed reports after every campaign/ sponsorship period.



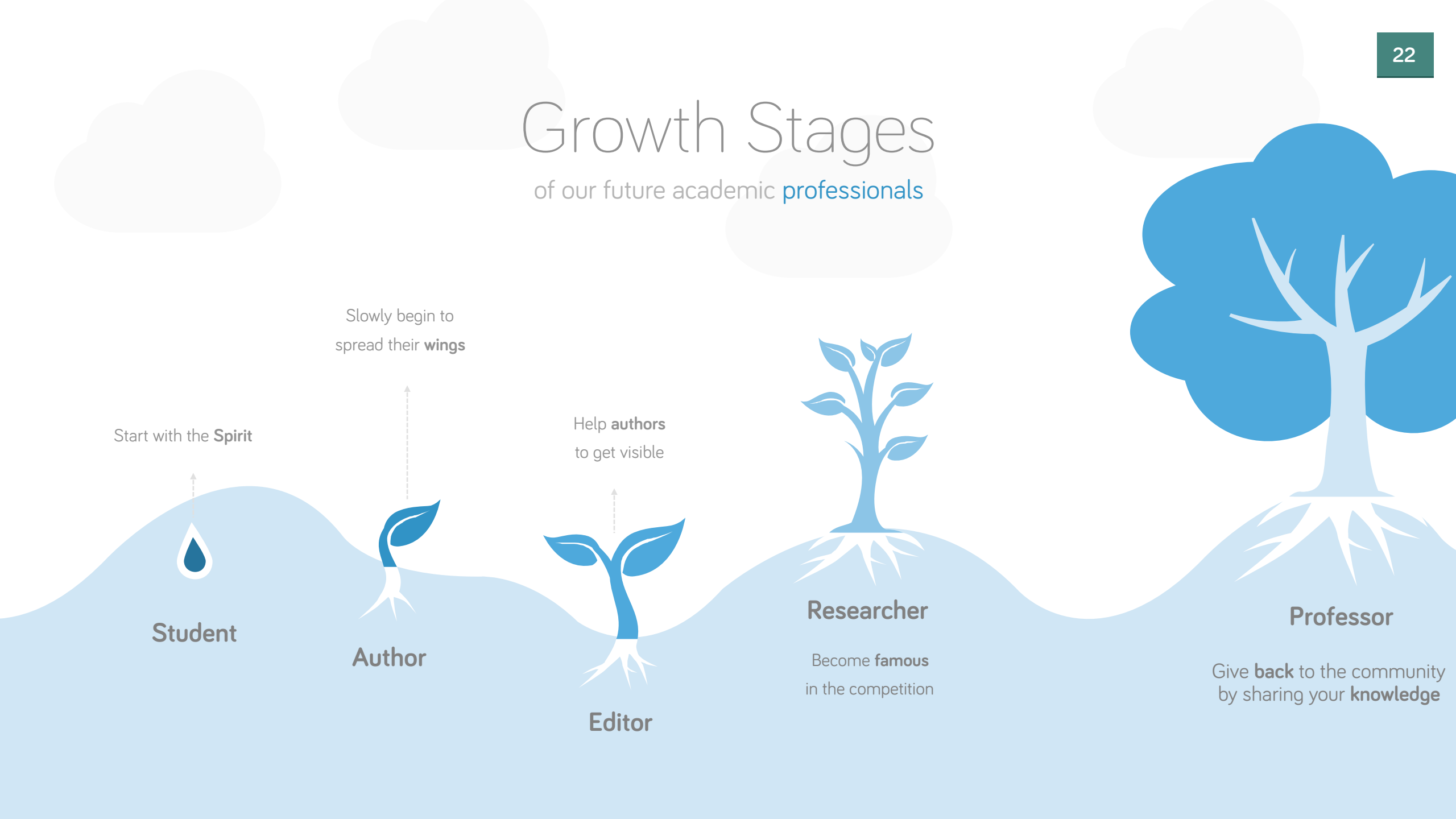
Unique marketing channels

Because we have a longstanding trust of our community, we have access to valuable marketing channels. In addition to our database of clients and users, we partner with other organizations such as medical Romanian societies, university associations, librarian associations, student groups, and many more.

We always respect our partners

Growth Stages

of our future academic **professionals**



Start with the **Spirit**

Student

Slowly begin to spread their **wings**

Author

Help **authors** to get visible

Editor

Researcher

Become **famous** in the competition

Professor

Give **back** to the community by sharing your **knowledge**

Our Partners Say

What are your plans to [help](#) Romanian researchers?

2016

Marko Zovko



“In the last 10 years Romanian research productivity has tripled, collaborations have grown increasingly recognizing the Romanian research in the academic ecosystem.”

Account Manager, South and Eastern Europe, – Scientific & Academic Research | [Clarivate Analytics](#)

Peter Porosz



“What we are doing these days is taking it one step further. on top of full text, we apply a layer of research intelligence, feeding into informed discussions advising research managers to take the best course of actions.”

Solution Manager for Research Management | Central&Eastern Europe – [Elsevier B.V.](#)

Veli Pekka Hyttinen



”Academic researchers, students, scientists in Romania can use SciFinder for exploring chemistry references from scientific articles, patents worldwide and export reactions, structures”

Regional Marketing Manager, Central and Eastern Europe – [Chemical Abstracts Service](#)

Igor Hundziak



“We support researchers in the early stages of their career where they need particular tools to conducting clinical research. We developed a set of courses to help young medical authors in RO.

Senior Business Development Manager - [BMJ](#)

Madeleine Eve

“We really focus our efforts to giving back to the academic community in Romania. We support researchers locally with workshops, along with our trusted partner, E-nformation.”



Sales Manager, Central & Eastern Europe - [Cambridge University Press](#)

Dimitris Anagnostopoulos

“In McGraw-Hill we unlock the potential for every learner by giving them access to content in engineering and medicine, in order to progress their research.”



EEMEA Sales Director - Professional - [McGraw-Hill Higher Education](#)

Radoslaw Budzichowski



“Today we had a session on “How to get published” and that was a very interesting meeting for both sides, with many questions. Mulțumesc! “

Account Manager Romania/Poland – Ovid – Wolters Kluwer

Cem Üzüm



“We support Romania with all our community activities: we’re giving content, talk to the community, publish with them. We have editorial activities.”

Licensing Manager – SpringerNature

2017



Sponsorship options

Which is the most suitable option for *you*?



Let's work on these packages

We recommend one of [these](#):

Logo display on all communications via Mailchimp

Logo space in the conference brochure

Logo display on the conference website

Logo display on marketing materials

Company's message in post-conference report

Partnership announcement on social media channels

Company's promo video display on conference screens

Company's logo/video during livestream conference breaks.

Company's logo or short outro on interviews filmed during the conference

Company's logo/video/message at the end of the conference after movie

Interview with a company representative.

20 minutes workshop - the presentation should be on the conference topics.

The privilege to give a prize to a special personality in the academic field.

5 special branded company seats

Silver

X

X

X

X

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-

€ 1.000

Gold

X

X

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-

-

€ 2.000

Platinum

X

X

X

X

X

X

X

X

X

X

X

X

-

-

€ 3.000

Main

X

X

X

X

X

X

X

X

X

X

X

X

X

X

€ 5.000



Leave us a message!

we are sociable and friendly

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