



UNITE FOR QUALITY EDUCATION  
Better education for a better world



# MEDIA INFORMATION KIT



# Register

To register for complimentary news media attendance, contact the EI Communications Unit.  
You may also register onsite any day of the Congress with proper media credentials.

[www.ei-ie.org/congress7/information/registration](http://www.ei-ie.org/congress7/information/registration)

See you in Ottawa, Canada - July 19-26, 2015.



Education International  
Internationale de l'Éducation  
Internacional de la Educación  
Bildungsinternationale

## About Education International

Education International represents organisations of teachers and other education employees across the globe. It is the world's largest federation of unions, representing thirty million education employees in about four hundred organisations in one hundred and seventy countries and territories, across the globe. Education International unites all teachers and education employees.

- Education International promotes the principle that quality education, funded publicly, should be available to every student in every country.
- Education International promotes and represents the interests of teachers and other education employees on the international level.
- Education International assists the development of independent democratic organisations to represent teachers and other education employees and builds solidarity and cooperation between them.
- Education International advocates for equity in society. It combats racism and xenophobia. It challenges discrimination on the grounds of gender, sexual orientation, socio-economic status, and racial or ethnic origin or characteristics.
- Education International works with other global federations of unions and other kindred organisations to promote and achieve solidarity.

***Education International is the voice of 30 million education employees across the globe.***

### Canadian Hosts and EI Affiliate Members:



**fneeq**  
CSN

**FQPU**

**CAUT  
ACPPU**

**fppu**  
Fédération du personnel professionnel  
des universités et de la recherche



Canadian Teachers' Federation  
Fédération canadienne des enseignantes et des enseignants

***Together, we represent half a million education professionals —  
from teachers to professors, educators and education workers from across Canada.***

# 7<sup>th</sup> World Congress of Education International

Nearly 2,000 delegates, observers and guests from around the world will convene in Canada's Capital, July 19-26, 2015. Held every four years, the World Congress of Education International (EI) is a premier event that brings together the largest global network of organizations representing education workers in the world. EI's 30-million members from over 400 organizations will be represented by these delegates who will be creating policy to support publicly funded public education and to speak out on social justice and human rights issues as they relate to children and the wider society.

Delegates will consider the major contemporary issues affecting their professional organisations, the international teacher trade union movement, the trade union movement generally, and the on-going struggle to achieve quality public education for all.

This is the first time the World Congress is being held in Canada and it will likely not be again in our professional lifetime. We hope you'll take part in this historic event!

# 10 Top Reasons

why you should cover  
the 7<sup>th</sup> EI World Congress

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## Free registration

No cost or registration fees for accredited members of the news media. Media representatives can register anytime to access the pre-Congress sessions as well as all the Congress plenaries and events. See program – [www.ei-ie.org/congress7](http://www.ei-ie.org/congress7)

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## Special events

Accredited members of the media can attend the welcome reception on Tuesday, July 21, Host Night on Friday, July 24, and EI Awards Ceremony on Saturday, July 25.

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## Big picture

The Congress is an excellent way to examine global education issues from a local perspective and how they impact the communities which are served by your news outlet. Canadian teacher leaders from every province and territory will be available to share their perspectives with media.

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## Expand your knowledge

On issues related to the increasing privatisation and commercialisation of education, access to quality education, public funding of education, gender issues, Aboriginal education, Francophone education, human rights, the UN's post-2015 Development strategy and a host of others.

Journalists are not alone in being targeted by violent and senseless acts of terrorism; so too have a high number of teachers and students who have been kidnapped, murdered and entire classes of girls sold as brides.

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## Visuals

Over 25 exhibitors will be onsite as well as special art and photo exhibitions that can provide excellent visual backdrops to your stories.

# 5

## World-Class Plenaries

The Congress includes eight plenary sessions and several regional meetings regrouping teacher organizations from North America/ Caribbean, Australia, Europe, Africa, Asia, and South America. Pre-Congress caucuses are also open to the media:

- Indigenous Peoples (Sunday, July 19)
- LGBT (Sunday, July 19)
- Francophone education (Sunday, July 19)
- Women (Monday, July 20)
- Further and Higher Education (Monday, July 20)

Check out the Congress program: [www.ei-ie.org/congress7](http://www.ei-ie.org/congress7)

# 4

## Expand your contacts

Nearly 2,000 delegates, observers, guests from around the world who together represent over 30-million teachers, professors and education staff.

The EI Congress is an excellent way to expand your list of subject matter experts for future stories and projects.

# 3

## Media support

Accredited news media will have full access to the Congress's Media Room, free WiFi connectivity, charging stations, printing stations and refreshments.

EI Congress communications staff will be on-hand to coordinate media interviews with education leaders and/or guest plenary speakers, provide you with background information in order to make the most of your Congress experience.

In addition to the initial news conference at 11 a.m. on Sunday, July 19th, media can count on daily news releases and reminders highlighting each day's key events. We will also package and release B-roll for your use.

# 2

## Social Media Connectivity

The Congress will be optimized for social media interaction. Use of the official Congress Theme hashtag #Unite4ed and EI twitter handle @eduint to tag your published stories or blog posts, seek out on-site experts and track live tweets.

Download the official EI Congress app to your Apple iOS, Android or Windows smartphone to access Congress documents, track sessions, events and connect with delegates. Bookmark the Congress website which features a twitter feed to be a part of the greater Congress conversation. (Link to the app)

# 1

## Endless story possibilities

The 7<sup>th</sup> EI World Congress is a premier networking event with nearly 2,000 delegates and observers. For the media, that means an abundance of interview opportunities with education leaders, high-profile speakers and delegates who have stories to tell and experiences to share from, literally, all over the world and in multiple languages.

# MORE ON THE CONGRESS

## ■ THEME

The theme for the 7<sup>th</sup> World Congress is **“Unite for Quality Education — Better Education for a Better World.”**

It is also the theme of the major EI campaign undertaken in 2013–14 to mobilise support for quality education in order to create awareness among governments, inter-governmental agencies and society generally that:

- quality public education provision for all is one of the fundamental pillars of a just and equitable society;
- undermining public education provision is detrimental to the interests of society; and
- to ensure that the quality EFA Goal is a central part of any global post-2015 Development Strategy, with EI, and professional educators generally, at the forefront of those leading the implementation of the strategy.

The initial phase of that campaign ended on World Teachers’ Day 2014. However, the EI Executive Board decided to develop a second phase of the ‘UNITE’ campaign focussing, in particular, on achieving an acceptable final text for the UN’s post-2015 Development strategy and confronting the increasing privatisation and commercialisation of education.

## ■ STRUCTURE

The Congress officially commences with an inspirational Canadian-themed opening ceremony on Tuesday, July 21, followed by five days of sessions in which delegates will debate resolutions and policy, adopt a budget and elect their EI leadership for the next four years. The election of the President, Vice-President and General Secretary will take place on Wednesday, July 22.

On Saturday, July 25, EI will honor individuals for their outstanding contributions to education with its presentation of the Albert Shanker Education Award and the Mary Hatwood Futrell Human and Trade Union Rights Award. The Awards ceremony will also feature an inspiring theatrical performance to highlight the Speak Truth to Power human rights education initiative.

### **Speaker availability**

The 7<sup>th</sup> World Congress of Education International will provide the media with direct access to some of the world’s leading education leaders and plenary speakers.

In addition, the Congress’s plenary speakers will be available for interviews in the Media Room immediately following their presentations.

## REGISTER

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*See you*  
in Ottawa, Canada, July 19-26, 2015.

## MEDIA CONTACTS

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## Canadian Hosts and EI Affiliate Members:

- Canadian Teachers' Federation (CTF) Ottawa
- Centrale des syndicats du Québec (CSQ), Montreal
- Fédération nationale des enseignantes et des enseignants du Québec, Confédération des syndicats nationaux, (FNEEQ-CSN) Montreal
- Fédération québécoise des professeures et professeurs d'université (FQPPU), Montreal
- Fédération du personnel professionnel des universités et de la recherche (FPPU), Montreal
- Canadian Association of University Teachers (CAUT), Ottawa.

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