Sponsorship Prospectus
New Zealand IT Project Management Research Symposium 2025

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1. Event

The New Zealand IT Project Management Research Symposium 2025: Advancing IT and Engineering Project Management

Date: Thursday 27 November 2025
Venue: Levels 4 & 6, WZ Building, AUT City Campus, Auckland.
Audience: postgraduate students, academics researchers, and IT project management practitioners.

2. Background

While the field of Project Management has continued to remain focused on outstanding industry practice, accreditation and standardisation, it has also seen a growth in focus on research based on empirical investigation. Research journals that focus on the art and science of projects, programme and portfolio delivery have risen in stature and we now see a growing list of highly ranked publications focusing on the field.

To compliment the growth in postgraduate research students in the Master of IT Project Management (86 Headcount) and the AK1290 Master of Construction Management (292 Headcount) a rising number of research projects are now being undertaken and supervised in the IT and agile project management space at AUT. There is a need to consolidate these efforts and to take advantage of the opportunity for collaborative research outcomes that can make an impact.

2.1. Overview

The aim of the symposium is to provide a research platform for our postgraduate students, academic researchers, and industry practitioners to share research findings and professional insights related to project management, with a focus on IT, Agile methodologies, and portfolio, programme and project delivery.

The *New Zealand IT Project Management Research Symposium* is a new initiative hosted at Auckland University of Technology (AUT), aimed at advancing academic and professional knowledge in the domain of project management. To be held on 27 November 2025, the symposium seeks to:

- Promote research collaboration across disciplines related to IT, engineering, and construction project management.
- Showcase postgraduate and academic research within AUT and beyond.
- Facilitate industry engagement and dialogue with project management practitioners.
- Contribute to the national research culture in project management.
- Provide a platform for publication through symposium proceedings and fast-tracked journal submissions to the Journal of New Zealand Project Management.

The symposium is being proposed as a milestone for AUT's growing influence in the field of project management, building visibility for the School of Engineering, Computer and Mathematical Sciences (ECMS) at AUT. It will also provide a valuable professional

development opportunity for students, early career researchers, and staff alike. Importantly, the symposium will include opportunities for selected contributions to be fast-tracked into the *Journal of New Zealand Project Management*, thereby offering an additional academic publishing outcome for participants. This will be the first time an event of this nature and scope has been hosted at AUT, and indeed it is expected to be a unique contribution to the academic landscape in Australasia.

2.2.   Purpose

The purpose of the symposium is to advance the research and science of IT and Engineering Project Management in New Zealand.

2.3.   Target Audience

The symposium will be primarily targeted at postgraduate students and academic staff within AUT, particularly those involved in research and teaching related to IT, engineering, and construction management. We anticipate between 40–70 participants, including:

- AUT postgraduate students and academic staff (primarily from the School of Engineering, Computer and Mathematical Sciences)
- Project management researchers and academics from other NZ institutions
- Industry professionals and project practitioners

2.4.   Organizing Team

Stephen Thorpe, Senior Lecturer (ECMS) – Lead Coordinator

Daniel Vaipulu, Lecturer (ECMS) – Co-Coordinator

2.5.   Program Overview

The program will include:

- Opening keynote (by an invited academic or industry leader)
- Paper presentation sessions across themed tracks:
    - o Agile Methods, Frameworks and Practice
    - o Digital Transformation and Innovation in IT Projects
    - o People, Teams, AI and Leadership in IT Projects
- Poster session featuring postgraduate research
- Panel discussion involving academics and industry professionals
- Networking sessions with light catering

3. Why Sponsor

Sponsorship of the NZ IT Project Management Symposium provides visibility, influence, and engagement with a targeted academic and professional audience who are shaping the future of IT project management research in New Zealand. Sponsors will benefit from direct access to delegates on the day including the latest graduates from the Master of IT Project Management programme at AUT.

Partnering with the symposium signals leadership in advancing New Zealand's digital transformation capability and a genuine commitment to knowledge-sharing in the profession. For technology companies, consultancies, and employers, it also offers a valuable platform for brand awareness, talent engagement, and thought leadership.

4. Sponsorship Opportunities

Two levels of sponsorship are available for 2025: Platinum and Gold.

4.1.   Platinum Partnership – ~~$1,000 + GST~~ (Sold)

This partnership level is ideal for organisations seeking to demonstrate national leadership in IT project management.

Our Platinum partners receive premier recognition across all symposium materials and communications. Their logo and brand story will feature prominently on the event website, in digital and printed programs, and throughout the venue on the day. Platinum sponsors are also welcome to deliver a short presentation and join the panel discussion demonstrating their expertise and innovation to delegates.

Platinum partners receive four complimentary registrations, an exhibitor location in the main networking area, and a full-page advertisement in the official program. The partnership includes social media coverage, acknowledgment during the opening and closing sessions, and the opportunity to include branded material in delegate packs. After the event, Platinum sponsors receive a summary report with attendance data and delegate insights to inform their marketing outcomes.

4.2.   Gold Partnership – $500 + GST

This tier suits organisations that wish to align their brand with innovation in IT project delivery, support professional development, and connect with project managers and researchers across the sector.

Gold partners enjoy strong visibility and engagement. Their logo will appear on the event website, in the symposium program, and on sponsor signage throughout the symposium.

Gold sponsors receive two complimentary registrations, an exhibitor table in the networking area, and a half-page advertisement in the program. They may also host a short micro-session during the scheduled networking breaks, providing an opportunity to showcase tools, case studies, or recruitment initiatives.

4.3.   Summary of Benefits

Benefit	Platinum – Sold	Gold – $500 + GST
Recognition as partner	Prominent	Esteemed
Logo on website, program & signage	Prime placement	Supporting placement
Complimentary registrations	4	2
Speaking or panel opportunity	15-minute or workshop slot	Optional micro-session during networking
Exhibitor space	Premium location	Supporting location
Advertisement in program	Full page	Half page
Delegate pack insert	Optional (by request)	Optional (by request)
Social media & email inclusion	Included	Included
Post-event analytics & opt-in lead list	Included	Included
Right of first refusal for 2026	✓	

5. Key Dates

Sponsorship commitments should be confirmed by mid-November 2025 to ensure inclusion in all printed and digital materials. Logos, advertisements, and promotional content are due by 20 November 2025.

6. Join Us

By sponsoring the New Zealand IT Project Management Research Symposium 2025, your organisation becomes part of a national conversation about how technology, leadership, and innovation are transforming project delivery in Aotearoa.

7. Contact

To discuss partnership options or confirm your sponsorship, please contact:

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