

International
**STUDENT
SUMMIT**

P R E S E N T S

PayItForward *in Melbourne*

An **exclusive** mentor session led by
former International Students

18 SEP 7 PM - 9 PM
2025 COMMUNITY HUB
AT THE DOCKS

POWERED BY



CARPE DIEM
EVENTS & MARKETING



Thank you for considering

PayItForward



CARPE DIEM
EVENTS & MARKETING

A PART OF THE

International
STUDENT
SUMMIT *collective*



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About

#PAYITFORWARD

WHAT IS PAY IT FORWARD?

Pay It Forward (PIF) is a networking and mentorship event that connects current International students, graduates and temporary residents with former International students who have successfully transitioned into professional careers across Australia.

WHY “PAY IT FORWARD”?

Those who once navigated the challenges of studying, working, and settling in Australia, now **pay it forward** by sharing their real-life experiences, insights, and advice, helping today's students take their next steps with confidence.

HOW IT WORKS

- Informal, peer-to-peer conversations with industry mentors.
- Attendees drop in to ask questions about jobs, career pathways, and student life.

✦ **PIF is an initiative of the International Student Summit (ISS)**

About

INTERNATIONAL STUDENT SUMMIT (ISS)

The International Student Summit (ISS) is Australia's #1 independent expo dedicated exclusively to the needs of International students, recent graduates, and skilled migrants.

✦ ISS is proudly hosted by CD Events and Marketing Australia.

CD EVENTS & MARKETING AUSTRALIA

As the driving force behind the ISS, since 2018, we've delivered high-impact events and marketing solutions that connect students, businesses, and communities across Australia.

WHY PARTNER WITH US?

- Proven success delivering events in Melbourne, Sydney, Brisbane, and beyond.
- Strong government and city partnerships, including the City of Melbourne.
- A trusted track record in connecting thousands of international students with organisations every year.

✦ With Carpe Diem, you're shaping the future of International students in Australia.







Event Schedule

06:30 PM

Reporting time

Bump-in & setup
Pre-event photo opportunities

7 PM

EVENT START

Introductions
Sponsor highlight

7:15 PM

Networking & conversations

Attendees engage with mentors & sponsors

8:50 PM

Wrapping up

Sponsor acknowledgements
Refreshments

9 PM

EVENT ENDS

WHY Get involved



BE PART OF PIF

Engage directly with Int'l students, graduates, and temporary residents. This is your chance to **connect authentically** with Australia's International community.



NOMINATE A MENTOR

Put your people at the heart of student success. **Showcase your organisation's expertise** by nominating an alum to guide students. Note: Our team will need to ensure they meet mentor criteria.



ACCESS EVENT DATABASE

Gain attendee insights, and follow up with students who are actively seeking career pathways and support.



ALIGN WITH A SOCIALLY IMPACTFUL EVENT

Position your brand as a champion - **be recognised as part of a movement** that empowers international students and gives back to the community in a meaningful way.

Sponsorship Price:
\$1,500 ex. GST

Before THE EVENT

BE SEEN, HEARD, AND TRUSTED BY THE AUDIENCE
BEFORE YOU EVEN WALK IN.



Brand visibility

Logo inclusion on all event graphics, Eventbrite, and socials (“Pay It Forward proudly supported by ___”).



LinkedIn feature

Short LinkedIn feature post: “Meet our PIF partner ___ – here’s how they support students in Australia.”



Social media shout-outs

Logo inclusion on all event graphics, Eventbrite, and socials (“Pay It Forward proudly supported by ___”).



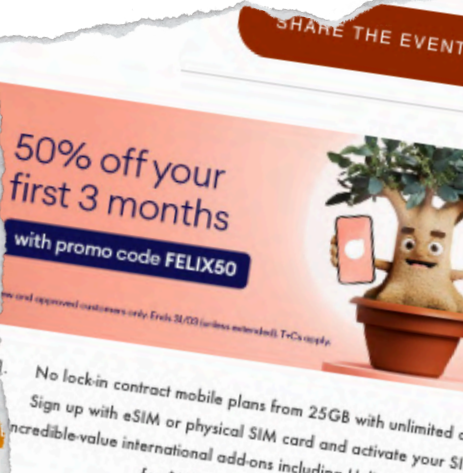
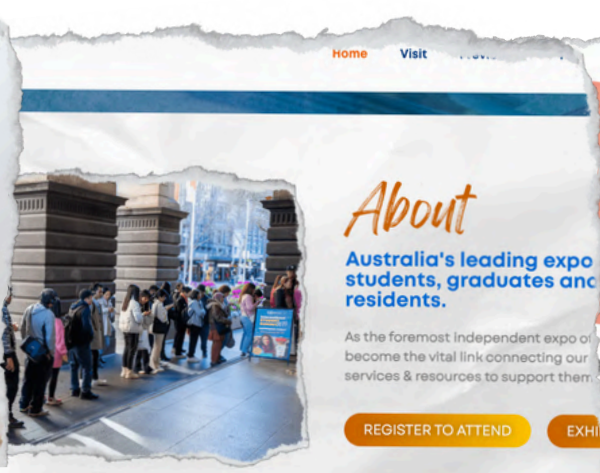
Email Direct Marketing (EDM)

Option to send a short welcome message or offer (e.g. “Download our free career guide” or “Visit our website for student discounts”) in the pre-event attendee email.



Email Spotlights

Branded placement in RSVP confirmation emails.





During THE EVENT

GET THE TRIFECTA → **BRAND VISIBILITY**, **DIRECT ENGAGEMENT** WITH STUDENTS, AND **AUTHENTIC CONTENT** FOR THEIR OWN MARKETING.



Physical space at the event

Sponsor-branded activation zone with 1 x trestle table and 2 x chairs



Visual branding

- Sponsor logo on slides/screens.
- Table signage: 1x mentor table can have a small branded tent card: "This conversation made possible by [Sponsor]."



Live recognition

- Sponsor acknowledgement in the opening and closing ("Tonight's PIF is proudly supported by ___, who are committed to empowering international students").
- 2–3 min spotlight message from sponsor rep (not a sales pitch – more about their values, opportunities for students, or why they support the community).

After THE EVENT

SPONSORS WALK AWAY WITH PROOF OF IMPACT & STUDENT CONNECTIONS



Follow-up social media

- Thank-you posts on socials with sponsor tagged and photos from the night (“PIF 2025 was made possible thanks to ___”).
- Sponsor logo included in the post-event highlight reel and photo album.



Exclusive data & insights

- Access to the event database (RSVP list, anonymised demographics, industries, and engagement stats).
- Post-event report with sponsor logo, featuring student feedback, impact numbers, and photos for their internal comms/CSR reporting.



Extended Engagement

Sponsors can send a thank-you email or offer (discount, resource, free consult) to attendees through our platform.



Recognition

Recognition as a founding partner of PIF if they came on board early – adds prestige and loyalty.





OUR PREVIOUS

Events

click to view each item ✨

10 AUG 2019, MELBOURNE TOWN HALL



[EVENT REPORT](#)

[EVENT PICTURES](#)

[TESTIMONIALS](#)

02 MARCH 2024, MELBOURNE TOWN HALL



[HIGHLIGHTS](#)

[TIMELAPSE](#)

[EVENT REPORT](#)

[EVENT PICTURES](#)

[TESTIMONIALS](#)

27 JULY 2024, MELBOURNE TOWN HALL



[HIGHLIGHTS](#)

[TIMELAPSE](#)

[EVENT REPORT](#)

[EVENT PICTURES](#)

[TESTIMONIALS](#)

29 JULY 2018, MELBOURNE TOWN HALL



[HIGHLIGHTS](#)

[TIMELAPSE](#)

[EVENT REPORT](#)

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29 JULY 2023, MELBOURNE TOWN HALL



[HIGHLIGHTS](#)

[TIMELAPSE](#)

[EVENT REPORT](#)

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20 JULY 2024, SYDNEY MASONIC CENTRE



[HIGHLIGHTS](#)

[TIMELAPSE](#)

[EVENT REPORT](#)

[EVENT PICTURES](#)

[TESTIMONIALS](#)

03 AUGUST 2024, BRISBANE CITY HALL



[HIGHLIGHTS](#)

[TIMELAPSE](#)

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WE LOOK FORWARD TO
PARTNERING WITH YOU
FOR

PayItForward *in Melbourne*

18 SEP COMMUNITY HUB
2025 AT THE DOCKS



CARPE DIEM
EVENTS & MARKETING

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Meeting by
appointment
only