



23 August 2025

AICCC 2025 – NATIONAL SPONSORSHIP PROSPECTUS

All India Convention of Career Counsellors
23 August 2025 | New Delhi

Proudly Organised by & Hosted by



Association of Professional Career Counsellors
of India (APCCI)

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1. What is APCCI?

The **Association of Professional Career Counsellors of India (APCCI)** is a **Non-profit organization** headquartered at New Delhi, India **registered under Section 8 of the Companies Act 2013**, dedicated to supporting career counsellors across the country. What started as a humble WhatsApp group called "**Career Launch Gurus**" has grown into a recognized **National Platform for Career counselling Professionals** in just two years, thanks to the dedication and enthusiasm of its members.



Back then, it was a simple space where a handful of counsellors exchanged ideas, shared knowledge, and supported each other. As the group expanded, so did the desire for a more structured and



inclusive community where career counsellors could connect, learn, and grow together. With this collective spirit, APCCI was born, establishing a platform that values ethics, learning, and professional growth.

Today, APCCI offers its members valuable services such as **professional development through training and certification, networking opportunities** through such events, and access to the latest research and insights in career counselling. It also advocates for the profession and sets ethical and professional standards to help elevate the career guidance industry in India.

2. Why Sponsor AICCC 2025?

India's Premier Career Counselling Event

1

Largest Gathering of Career Counsellors: AICCC 2025 is set to host over 200 career counsellors, educators, and industry leaders from across India, making it the nation's most significant event in the field of career guidance.



2

Diverse and Influential Attendees: The conference attracts a wide range of professionals, including school counsellors, private practitioners, EdTech founders, assessment providers, and institutional leaders, providing sponsors with access to key decision-makers in the education sector.

3

Comprehensive Program: AICCC 2025 offers a full-day program featuring plenary sessions, masterclasses, an expo zone, awards, and a networking zone, ensuring maximum engagement opportunities for sponsors.

4

State-of-the-Art Venue: The event will be held at the Pride Plaza Hotel in Aerocity, New Delhi, a 5-star venue equipped with modern amenities, providing a professional and comfortable environment for all participants.

5

Enhanced Visibility: Sponsors will benefit from prominent branding opportunities, including a large indoor LED wall for video loops and live feeds, replacing traditional projection methods.



3. Why Partner with APCCI ?

India's Leading Association for Career Counsellors

1

Established Authority: The Association of Professional Career Counsellors of India (APCCI) is a registered non-profit organization dedicated to supporting and empowering career counsellors across the nation.

2

Nationwide Network: APCCI is the fastest growing community of certified career counsellors, providing sponsors with access to a vast network of professionals committed to guiding students and job seekers.



3

Commitment to Excellence: APCCI is dedicated to promoting best practices in career counselling, offering continuous professional development opportunities, and advocating for the importance of career guidance in educational institutions.

4

Collaborative Ecosystem: The association fosters a non-competitive environment where members collaborate, share insights, and work together to advance the field of career counselling in India.



5

Influence and Recognition: By partnering with APCCI, sponsors align themselves with a respected organization that plays a pivotal role in shaping the future of career counselling in India.

4. Convention Agenda

23rd AUG, 2025 | New Delhi

Theme: Access to Professional Career Guidance in Educational Institutions
A Pathway to Viksit Bharat @2047

Inaugural Session: Igniting Aspirations

9:30 am

- Welcome & opening Remarks
- Traditional Lamp Lighting Ceremony
- Keynote Address
- Special Address
- Concluding Remarks

Policy Perspectives and Implementation Perspectives

Evolution of Career Guidance in India & Trends Ahead

10:30 am

A panoramic view of the past, present, and policy-led future of India's career guidance ecosystem

Challenges, Gaps & Limitations for Career Counselling in India

10:40 am

Panel Discussion- I, A frank dialogue on on-ground struggles, systemic gaps, and why unified representation is vital

The Counsellors' Tea Circle

11:15 am

Sips & Strategies

APCCI Spotlight: Voices, Vision & Impact

11:30 am

- Journey so far – Milestones & Impact
- Mentorship & Model Showcase
- Vision for the Road Ahead

Discover the heartbeat of APCCI and how it's shaping the future of the profession

Nurturing Career Development of Under-privileged students through CSR partnerships

12:00 pm

Panel Discussion-II, followed by open QnA

Special Plenary Session & Awards Ceremony

12:45 pm

- Special Address by Guest of Honour
- Keynote Address by Chief Guest
- Award Ceremony

Celebrating leaders, pioneers, and changemakers in Indian career counselling

Press Briefing

1:30 pm

An exclusive Media interaction with APCCI leadership & Guests

Exclusive Networking Luncheon

1:30 pm

An engaging luncheon to nourish ideas and build meaningful peer connections.

White Paper Presentation & Member Showcases

2:30 pm

Highlighting APCCI's research insights and spotlighting Best practices by member counsellors.

The Art of Prospecting for Career services

3:00 pm

A strategic look at what makes collaborations click in career counselling ecosystem

Conversations Over Coffee

3:45 pm

A Thoughtful Break to Reenergize & Reengage

Models of Excellence in Career counselling

4:00 pm

Insights into effective tools, strategies, and structured practices for effective outcomes

Closing Ceremony: Way Forward for Year ahead

5:00 pm

- Volunteer Recognition & Certificate Distribution
- Vote of Thanks

Celebrating leaders, pioneers, and changemakers in Indian career counselling



5. Event Snapshot

Theme

Access to Professional Career Guidance
in Educational Institutions - A Pathway to
Viksit Bharat @2047



Audience

200+ school & independent career
counsellors, educators, EdTech founders,
assessment providers, institutional leaders

Format

1-day plenaries, masterclasses, expo
zone, awards & networking Lunch



Technology

7m indoor LED wall (video loops +
live feed) replacing projection

Exhibition

Premium stalls inside main hall



6. Sponsorship Menu (Features)

Features-at-a-Glance

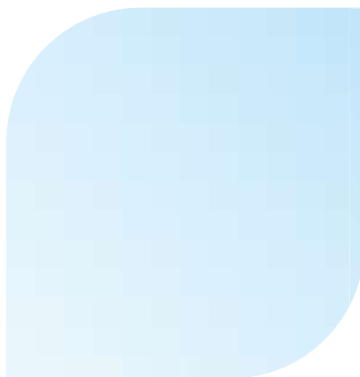
Tier	Fee (₹, excl. GST)	Features
Title Sponsor	₹2,00,000	<ul style="list-style-type: none"> • Inside Event Hall Placement of Stall (Premier Location) • Pre-event promotional materials • Main stage backdrop branding (logo) • Website AICCC page (logo) • Delegate Kit Inserts • Logo on delegate kit • 7 Minute Keynote address on main event day • Logo on lanyards • Registration desk branding • Post event Thank you video and Media Quote • Dedicated Social Media Spotlight (LinkedIn and Instagram)
Associate Sponsors	₹1,00,000	<ul style="list-style-type: none"> • Logo on stage backdrop (below Co-powered) • Logo on AICCC website • 2 Complementary passes • Flyer in delegate kit • WhatsApp and Email Branding
Exhibitors	₹25,000	<ul style="list-style-type: none"> • Space for booth • 1 complimentary pass
Awards (Sold Out)	₹100,000	<ul style="list-style-type: none"> • Brand Highlight during Award Ceremony • Sponsor logo on AICCC website • One complimentary pass

7. Exhibition & Technology Details



Stall layout: 3 m × 2 m shell schemes, power, fascia nameboard, 1 table, 2 chairs.

Allocation: Priority by tier, then payment date. Supporting-tier upgrades open on 1 July if stalls free.



LED Spec: 7 × 2.5m P2 screen, 4K loop. Video length ≤ 60 sec; file deadline 10 Aug 2025.

8. Contact & Payment Details

AICCC Registration Link- <https://aiccc.apcci.in/>

+91 9356662220 | +91 9820325105 | +91 7439207379

Payment details will be shared on confirmation

Time's Ticking – Secure Your Spot Now!

1

Direct Access: Network with **200 + practicing counsellors** who directly influence career guidance decisions of 10,000 + students.

2

Multi-channel Visibility: Stage, LED, social media, post event video content.

3

Thought Leadership: Position your brand at India's only national-level platform exclusively for career counsellors.

4

Attendee Engagement: Live demos —converting exposure into measurable leads.

5

Extended Shelf-life: Digital amplification keeps sponsor story alive long after the conference day.



Contact us today—tier positions are sold **first-come, first-served** and stalls are limited.

Meet The Organisers



Naren Verma

Founder & Executive
Chairman



PK Joseph

Director



Amandeep Singh Bhachu

Director



Indrajit Ghosh

Director



Kartik Baldwa

Director



Mohini Piyush Majithia

Director



Bhavya Singh J

Director & Head of the
Central Secretariat



Ritu Goel

Head Policy, Standards
& Recognition



Bhoomika Padhalini

Head Membership
Management



Shikha Saboo

Head Training & Capacity
Building



Ani Titus

Head Marketing &
Publications



Pragati Imam

Member Policy, Standards
& Recognition



Kirti Mehta

Joint Secretary & Member
Membership Management



Kavita Soni

Deputy Head Marketing &
Publications