



JOINT IAFIE EC AND IAFIE ANNUAL CONFERENCE



2025

## IAFIE Europe Annual Conference

ENHANCING INTELLIGENCE COMPETENCIES

FOR A NEW WORLD OF THREATS

9-11 September 2025, Aranjuez Spain



## SPONSORSHIP PROSPECTUS

In collaboration with:



Universidad  
Rey Juan Carlos

**CIBERIMAGINARIO**  
RESEARCH GROUP





## VALUE PROPOSITION

The European Chapter of the International Association for Intelligence Education (IAFIE EC) jointly with the International Association for Intelligence Education (IAFIE) and the Ciberimaginario Group at Rey Juan Carlos University are organising in Aranjuez-Madrid the 2025 Annual Conference themed **Enhancing Intelligence Competencies for a New World of Threats**.

A multitude of dynamics and changes took the world by storm in 2025, shifting the ground not only on global governance and the rules-based international order we have been accustomed to, but also challenged assumptions and relationships in a way not experienced since World War II. Europe's place in the world is a key driver of uncertainties, and our capacity and means to interact with the world need informed training, analysis, and options.

The conference will be a preeminent venue to meet and discuss with specialists - working on and in intelligence - the options and possibilities ahead and the implications in terms of human capital, competencies, skills, and the instruments and resources that need to be mobilised. We aim to advance the professionalization of intelligence education, with a special focus on developing and adapting intelligence competencies to address today's complex geopolitical and security challenges.

Intelligence competencies serve as a vital strategic axis for a holistic approach to these issues. The event adopts a whole-of-government and whole-of-society perspective, fostering collaboration between academic scholars and intelligence practitioners from government and the private sector.

Your contribution is key to the development of knowledge, exchange of ideas and innovations, supporting the career trajectory of young professionals, and making this conference a success.

Deliver a keynote, finance a scholarship, present your work and innovations, organise your own side-event together with your team and the professionals present at the conference, depending on your interest and level of support you wish to make to IAFIE.

The 2025 conference organised together with the Rey Juan Carlos University is a joint conference of IAFIE Europe and IAFIE Global, bringing together educators and practitioners, students and researchers from North America, Europe, MENA, Australia, and beyond.

Set in a unique UNESCO Heritage Site setting, an international network of academic, corporate, and governmental representatives will bring insights and perspectives from all corners of the world to address the needs of the various intelligence communities, the private sector, and supranational entities present in Europe.

Reach 200+ conference participants, 500+ global IAFIE network, 800+ newsletter subscribers.

### Themes:

- Competency frameworks in intelligence
- Curricular customisation for professionals & stakeholders
- Digital transformation & new technologies
- Futures & comprehension skills
- International & multilateral cooperation
- Global changes and their impacts
- Intelligence cultures and education programmes
- Information manipulation, conspiracies, and interferences
- Intelligence oversight and (de)classification.



## JOINT IAFIE EC AND IAFIE ANNUAL CONFERENCE



### ABOUT IAFIE and CIBERIMAGINARIO – REY JUAN CARLOS UNIVERSITY

The International Association for Intelligence Education (IAFIE) is the largest and oldest association dedicated to intelligence education and training in the world. Established in 2004, it leads in intelligence education, teaching, training, and professional standards setting, working across national security and intelligence agencies, law enforcement, borders protection, military intelligence, supranational entities and international bodies, for the protection of democratic liberties, civil security, public safety, and societal resilience. Its mission is to facilitate international collaboration on training, education, and research on intelligence (theory and practice) between academics, policy makers, practitioners and organizations.



With an ever-growing number of local and regional chapters, it is present in the Americas, Europe, Africa, and the Indo-Pacific. IAFIE has partnered with entities in the field from Australia (i.e., AIPIO) to Africa (i.e., AISC), the US and Canada (IALEIA, NMIF, AFIO, SCIP) in order to strengthen relationships and connections. Starting in 2025, IAFIE will inaugurate joint chapters and programming with its partners to better serve the needs of our stakeholders.



**IAFIE Europe** is the chapter bringing together European Union member states, the United Kingdom and Norway, and is open to memberships from the Mediterranean space as well. We are in the privileged position of working with the numerous Centers of Excellence and supranational entities present in Europe, enriched by the different intelligence cultures present on the continent, and aim to learn and highlight the experiences and insights from countries and cultures

outside our geographical boundaries.

The Annual Conferences organised by IAFIE Europe change location and type of host every year, with the aim of highlighting members of the community and exploring new intelligence ecosystems. The most recent conferences were organised by civilian universities, intelligence organisations, and military academies in Italy, Denmark, and Malta, with future editions scheduled in the United Kingdom (2026) and France (2027).

**University Rey Juan Carlos (URJC) – Ciberimaginario**  
(High-Performance Research Group in Communication and Digital Culture)



URJC is a public university with several campuses in the greater Madrid area (Madrid, Alcorcón, Aranjuez, Fuenlabrada, Móstoles). The mission of URJC is “to expand knowledge through basic and applied research in all branches of science and, through quality teaching, transmits this knowledge to its undergraduate and graduate students. The URJC also contributes to regional, national, and international economic and social development by transferring knowledge, innovation, and values to all the people and organizations with which it interacts”. URJC has grown to over 44,000 students (with around 3,000 foreign students), and more than 2,800 lecturers and researchers. Within University Rey Juan Carlos, the high-performance Research Group in Communication and Digital Culture Ciberimaginario began its activity in 2011. Ciberimaginario has participated in competitive international research projects (FP7, H2020, Erasmus+, Erasmus Mundus Design Measures) including projects focused on strategic communications, hybrid threats, disinformation, intelligence and security. Its research lines include intelligence and intelligence analysis, among others.







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### WHAT YOU NEED TO KNOW

The 2025 conference will be held in Aranjuez-Madrid, Spain, 09-11 September, organised on the campus of the Rey Juan Carlos University.

### When/How Can I Sign Up?

All opportunities are available on a first-paid, first-served basis, meaning payment is required to secure your sponsorship.

The fastest, easiest way to secure your sponsorship is by signing up and paying online, and the earlier you sign up, the more exposure your organisation will receive.

Registration link and payment / wiring details will be made available during the month of May.

### The Fine Print and Associated Deadlines

Conference registration starts in May 2025. Sponsorships open in April and will have different deadlines and periods of applicability. The cut-off date for all conference-related sponsorships is August 2025.

The agenda (accepted sessions, round tables, etc.) of the conference will become available in July. Some of the sponsorship options include organising your own side-event or addressing the conference participants. If you choose one of these options, please make sure to contact us ahead of time to review your proposal and proceed with your donation in whole or 50% (reservation) by 18 July 2025.

Every opportunity also has sections called *The Fine Print* and *Associated Deadlines*. Please review *The Fine Print* carefully to learn about requirements and restrictions specific to each sponsorship and exhibit option. The *Associated Deadlines* section applies once a company has secured a specific opportunity.

### The following restrictions apply to ALL sponsorship and exhibit options:

- IAFIE has the right to cancel any company's sponsorship at its sole discretion.
- We cannot guarantee any opportunity until payment is received.

### For additional information, please contact:

Alexander Fotescu, IAFIE EC officer

Email: [info@iafieeeurope.org](mailto:info@iafieeeurope.org)



## SPONSORSHIP OPPORTUNITIES

### CONFERENCE PARTNER

Sponsorship level: €5000 x2 positions (max)

#### Description:

This is the main sponsorship package, which indicates the intent to sponsor holistically the conference, IAFIE's work, and training and education in intelligence and all the associated disciplines and use cases. We are offering this engagement opportunity for entities that may be interested in becoming IAFIE partners on the long run, which would entail involvement beyond the annual conference, and may include co-organising joint webinars and in-person meetings, customised training, and other formats which can be proposed by the sponsors.

#### Includes:

- Promotional materials: 2 rollups, leaflet/flyer in conference folder (can include a presentation of the sponsor and/or a key message for the conference)
- Visibility: logo and name on cover slide of the conference, displayed at the beginning of the conference and in between all sessions on the main-stage screen
- Online: dedicated posts on social media affirming the Conference Partner, including logo and tagging of company / people
- Speech in the opening of the conference on the role of being a strategic partner to the intelligence profession (extract may be posted online, or short interview filmed on location and posted online during the first day of the conference)
- The sponsor has the right to send up to two representatives to attend the whole conference and Gala Dinner, without paying the conference fee. Alternatively, it can offer the two invitations to their guests. Note that both company representatives and guests of the sponsor will need to register for the conference through the regular process.



## SPONSORED ROUND TABLES

Sponsorship level: €2500 per session x10 available sessions (max)

Description: at the venue of the conference, you can sponsor the creation of a parallel session, in a dedicated hall, for your own company or for a group that you want to bring together to discuss topics of your interest that align with the mission of IAFIE. For these parallel sessions stream, we encourage bringing forth applied topics and conversations related to the world of intelligence. A session is considered to be no longer than half a day (3h). These sessions can also be used as spotlight events. Sponsors have the possibility of bringing their own speakers (max 5 people).

Includes:

- Venue: dedicated hall
- Large posters posted in the halls of the venue announcing the individual sessions (sponsors should suggest their own art/ produce the posters themselves and we will print them in advance)
- Presence in the main agenda and schedule of the conference, announced as the “applied sessions stream”
- Announcements from the main stage of the conference (plenary) of the sponsored session, identifying the organisers and the topics of the session(s)
- Sponsors have the right to send up to two representatives to attend the whole conference, without paying the conference fee. Alternatively, it can offer the two invitations to their guests. Note that both organisations’ representatives or guests of the sponsors will need to register for the conference through the regular process
- The sponsors organising themselves a complete round table will be offered the possibility to record on-site a short clip to speak about their involvement in the conference and the significance of the round table they organised. This will be posted on the conference website and on socials.



### INTELLIGENCE & SECURITY INDUSTRY SPONSORSHIP PACKAGE

Sponsorship level: €2500 per session (6 sessions max)

Description: IAFIE Europe is seeking to pilot a new type of format starting with this joint conference, by including industry partners in our regular format, traditionally focused on academia and strategic intelligence functions. There is a growing sector of companies, from boutique consulting to multinationals that have in-house security and intelligence functions, or that offer their services to a European market. The need is growing exponentially, from both the private and governmental stakeholders. In this context, we invite companies that wish to present their work, contribute to the development of the sector in Europe, and have a meaningful contribution to security and intelligence for the transatlantic community, to participate in the conference's practitioner stream. We welcome proposals ranging from technology focused (e.g. drones, ISR, satellite capabilities, etc.) to methods (open source, GIS, HUMINT, AI in intelligence work), to social sciences, training and education focused (e.g. development of in-house capabilities, training, recruiting, retention of analysts, etc.).

If you wish to organise a live demo, please let us know, so that we may find the appropriate hall for you, the assumption being that you will be seeking a room with a large display or projector and screen.

Includes:

- Venue: dedicated hall
- Visibility: rollup (sent by post / bring your own), large posters (we'll print them for you), posting on conference website and socials
- Presence in the main agenda and schedule of the conference, announced as "practitioners' stream"
- Announcements on the main stage of the conference (plenary) of the sponsored session and the topics proposed
- Interview (short video clips) on-site with the organisers and their guests, to be posted on the conference web page and on socials
- You decide upon the format of the session
- Industry sponsors will receive a complimentary participation for 2 persons to all the conference (includes dinner, bus transportation to and from selected hotels).



## EARLY CAREER SCHOLAR SPONSORS

Sponsorship level: €1000 x5 positions (max)

Description: The sponsor(s) sponsor the conference participation of PhD students or early career researchers (postdoc and above). Based on your sponsorship, the early career scholars will be reimbursed with the costs of conference fee, flight, and hotel. The process will be competitive and will only address the early career scholars which will hold a presentation or present a paper which stands out through its innovative approach, novel results, or bring a significant contribution to the field of intelligence. The winners of the 5 scholarships will be selected by the academic committee of the conference.

Includes:

- Sponsor(s) recognition during the plenary of the conference, presence in the conference prospectus (logo and a short presentation of the sponsor(s))
- Video message about the significance of sponsoring early career potential, pre-recorded or recorded on site, if the sponsor will have (a) representative(s) at the conference. The message will be posted on the conference website and socials.

## BOOTH / PRESENTATION STAND

Sponsorship level: €500 / table / day (3 positions max)

Description:

Sponsors will have the possibility to display their work (books, research, reports, technologies, other) at a stand at the venue of the conference. This will include a table and two chairs. We will not be organising on-site sales of products; however, sponsors have the possibility to direct conference participants to their online stores for making a purchase. Exhibition slots can be sponsored at a rate of €500 per day, so sponsors will have the possibility to sponsor up to 3 days (the duration of the conference). There are only 3 exhibition stands available. Please note that a publisher or institution presenting their work can exhibit publications from multiple sources, outlets, and can include books, magazines, wargames / serious games, and other novel formats. If you wish to display / demo a digital product, you will need to rely on your own laptops.





## REFRESHMENTS & GALA DINNER SPONSOR

Sponsorship level: €500 / €1000 / €1500 / day (3 positions max per day)

### Description:

- Sponsors can support the conference by sponsoring the refreshments breaks (2/ day) and/ or lunches, and/ or the Gala Dinner of the conference
- They may do so by sponsoring a single day (500 euro/day for refreshments) or multiple days (€1500 max for 3 days refreshments)
- Sponsors may decide to sponsor the conference lunches with €1000/ day, up to 3 days.
- Those who wish to sponsor the Gala Dinner can do so with a one-time €1500 sponsorship to be allocated exclusively to the Gala Dinner
- For increased visibility, sponsors may decide to cumulate packages and cover refreshments and lunches for one or more days, and the Gala Dinner.

### Includes:

- The placement of riders/ prints on the refreshment tables and on the buffet (for meals) acknowledging the sponsors' contribution
- Recognition on the conference webpage as sponsors of the conference
- Acknowledgements by organisers from the main stage during conference introduction / wrap-up
- Sponsors of the Gala Dinner will receive a complimentary participation for 1 person to all the conference (includes dinner, bus transportation to and from selected hotels)