

Relocate
G L O B A L

Think
GLOBAL PEOPLE

AUTUMN

INTERNATIONAL EDUCATION & SCHOOLS' FAIR

Hosted on relocateglobal.com

November 2021

FOR PARENTS, EMPLOYERS &
RELOCATION PROFESSIONALS



EVENT & MEDIA PACK



INTERNATIONAL EDUCATION & SCHOOLS' FAIR

As schools host Open Days and Virtual Events throughout the autumn and spring, we use the opportunity to showcase the schools and organisations around the world that welcome relocating families and international students, not only at the beginning of a new academic year, but also at **any time** to meet the needs of families on the move.

This is the perfect opportunity to market to international parents, employers and relocation professionals looking for school places **now** and for their next international assignment.



WHY YOU SHOULD JOIN US...

WEBINARS, TALKS, INTERVIEWS & DISCUSSIONS

Parents will be inspired by free learning sessions delivered by leading voices in education, health and wellbeing and global mobility.

VIRTUAL TOURS & SCHOOL VIDEOS

Ensure parents understand why your school is right for their child.

JOIN OUR COMMUNITIES

Network with international parents, corporate decision makers and the relocation professionals managing their moves.

FIND SOLUTIONS

Your school can help international employers to settle expatriate families happily and productively in the new location.

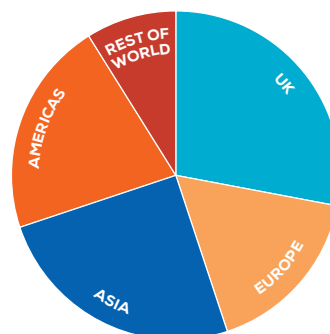
HELP SHAPE THE FUTURE OF WORK

Join the discussion with international employers to help shape the future for the next generations. Explore areas from inclusion to climate change, flexible working practises, AI and robotics to science and creativity.

www.relocateglobal.com

OUR GLOBAL AUDIENCE

Autumn 2020 & Spring 2021 Schools' Fair audience	55,000
Website page views (3 years)	2.1 million
Education & schools page views (12 months)	495,000
Unique users (January-June 2021) per month	60,000
Building on the success of our Autumn 2020 and Spring 2021 Schools' Fairs: Twitter/LinkedIn/Facebook followers & members	29,500





WEBINARS

We have an exciting virtual programme of webinars. These take the format of talks, interviews and discussion panels, supported by great editorial content on how schools have adapted to thrive in the new world we live in.

Topics covered will explore education trends, choosing a school and advice on curriculum, admissions and transition care as well as the depth and range of international schools and education options around the world. We will also include coverage of relocation and family support, global mobility, wellbeing, Higher Education and future careers and the workplace.

You can be involved either as a panellist or solo on a topic of your choice. The webinars are pre-recorded and released at the Schools' Fair and promoted throughout the year as a video reaching our audience and promoting your schools over a sustained period of months.

Choose from:

Panel discussion – hosted by Relocate Global
20 mins (mixed panel or from your school)

**Interview of School Head
or education expert solo** – 20 mins

There is a choice of topic or theme:

- Choosing a school
- Specific education focus or curriculum
- Country/Region specific
- Wellbeing and transition care
- Innovation, STEAM, Creativity
- Family Focus
- Higher education and future of work

View webinars from Autumn 2020 & Spring 2021 here:

<https://www.relocatemagazine.com/sections-the-great-international-education-fair>

WEBINAR SPEAKERS

Find out more about the speakers who have contributed to our lively webinar series.

<https://bit.ly/3pVyhJu>

WEBINAR PLAY LIST:

Enjoy the range and quality of content.

<https://bit.ly/3pUsZ8W>

CONTINUOUS PROMOTION

The webinar replay videos are hosted on the Schools' Fair hub of our website at relocateglobal.com and on YouTube. The webinars are displayed throughout the year which builds over time reaching new parents, employers and relocation professionals.

Our webinars are promoted via social media and our monthly e-newsletters, plus special education editions, as well as our quarterly digital magazine.

NEW WEBINARS THROUGHOUT THE YEAR

Although webinars are a particular focus of the Schools' Fair we produce webinars throughout the year and can support your marketing campaign with a new webinar at any time.



THE FEATURED SCHOOL PACKAGE

This is a great opportunity for schools to showcase the unique qualities and ethos of their school with their own page on our Schools' Fair hub. You will reach professional parents actively looking for a new school or a change of school as the child progresses, families moving location to a new country or embarking on an international assignment or relocation move. Parents from around the world can take a virtual school tour, browse your videos, read your editorial and start the decision-making process to choose the right school for their child and apply online via the information you provide.

For decision making employers and the relocation professionals supporting a relocation move or new hire the Featured Schools on our Schools' Fair hub is the perfect place to find schools that understand how to support professional international parents on the move.

The Featured School Package not only capitalises on the demand for information during the busy admissions periods in autumn and spring but is available for 12 months of the year. We promote the Featured Schools throughout the year via our multimedia including newsletters and digital magazines and through social media.

A Featured School will be promoted in the relevant online Country Guide to Schools which forms part of the prestigious online Guide to International Education & Schools. The Country Guides highlight Featured Schools in that country.

PACKAGE

- Virtual School Tour
- Country Guide to Schools – link to your own dedicated Featured School page including video, editorial, articles and webinar if you participate and website links, contact details and social media details
- Featured Video: Guide home page, your single topic video highlighting a unique school aspect
- Featured Article: Guide home page, your article on a chosen education topic
- Relocate's Online Directory: School Directory, you are listed with 1000+ words school description, videos, website links, contact & social media details

THE DETAIL

Virtual tours

- Virtual tour per school
- Hosted on our website 24/7 so parents from around the world, and decision makers can view your school at their convenience
- Hosted on appropriate country page

Unique perspective video & editorial

Use the Feature School page to explain why parents should choose your school. Cover one or all of these perspectives to target our unique audience of parents and decision makers. Choose how you appeal to our global audience and reach:

- Parents on an international assignment looking for the right school for their child
- Local parents specifically wanting an international education or a school with a global outlook
- Parents planning for university applications
- Parents looking for a boarding school in their home country or a different country
- Parents focused on finding a school with a particular curriculum, language(s) or specialism
- Relocation/domestic moves from one part of the country to another
- Employers supporting a move and/or paying school fees for an employee
- Relocation professionals offering school finding support
- Education consultants and experts, suppliers





OTHER OPPORTUNITIES

BANNER ADVERTISING

We are offering special discounted rates for the period of the Autumn Fair in November as part of a booking. There is limited supply of advertising available – first come, first served.

THINK GLOBAL PEOPLE/RELOCATE

Our quarterly digital magazine – editorial and advertising in our Winter issue.

NEWSLETTER SPONSORSHIP AND ADVERTISING

Relocate Extra monthly plus education special and for Schools' Fair.

RATES & PACKAGES

Request our rate card and artwork specifications at education@relocatemagazine.com

- Quarterly magazine & digital supplements
- Leading global website – relocateglobal.com
- International Education & Schools' Fair
- Education & Schools' guides
- Global Mobility Toolkit
- Awards & events
- Centre for Global Excellence & Leadership
- Webinar & video
- E-newsletters

For further information and to discuss your requirements in detail please contact:
David Ward: david@relocatemagazine.com
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Alternatively, please call the office on **+44 (0)1892 891334** and speak to David Ward or Fiona Murchie, Managing Director or email education@relocatemagazine.com

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OUR PEOPLE LENS

ON THE WORKPLACE OF THE FUTURE

Reach our unique global audience of parents, employers and relocation professionals built up over 25 years by the multimedia Relocate Global and Relocate magazine. Think Global People was launched in 2020 to reflect the changes across the global mobility sector and the relevance of our unique perspective to all international leaders managing organisations and teams around the world.

Discover how change across industry sectors around the world impacts jobs, working practices and workplaces.

By examining global supply chains, we hope to encourage more collaboration across disciplines and industry sectors to help management and leadership teams solve some of the big and complex issues of today. These include climate change and sustainability, the challenges of globalisation and shifting demographics, as well as education, health, social and economic inequalities.

There are always opportunities and ways of working better. Our knowledge-sharing communities will help your school leadership team to connect at local, regional and global level, to explore how they can add more value to support their students and international parents, helping organisations to grow and young people to thrive.



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