

Relocate  
G L O B A L

Think  
GLOBAL PEOPLE

# INTERNATIONAL EDUCATION & SCHOOLS' MEDIA PACK

Multimedia to engage, inform & support parents,  
employers & relocation professionals

**2022/23**



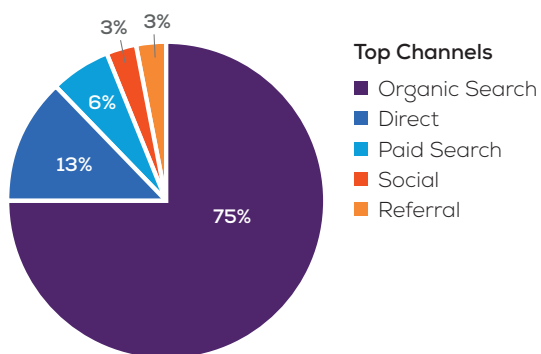


## CONNECT WITH OUR ENGAGED, ONLINE GLOBAL COMMUNITY

Raise awareness of your school to our monthly audience of 48,000 globally mobile families, HR corporates and relocation service providers. We will position you as a leading international school in your country with the aim of supporting your admissions process and recruiting new students. The depth of interest is shown by 820,000 page views over the last year in 2021, of which 50% have been searches for education and school information.

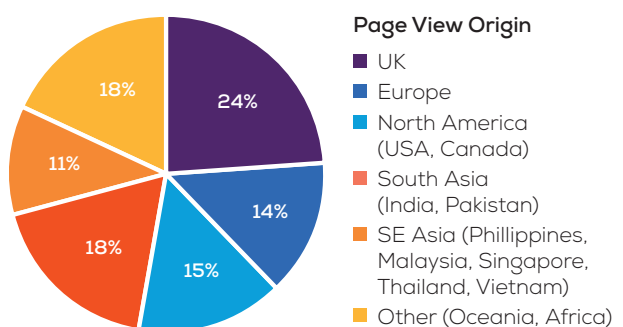
Relocate Global is the publisher of the online **Guide to International Education & Schools** and individual **Country Guides to Schools**, for the main relocation destinations, offering an extensive breadth of knowledge for our global audience. In the autumn and spring, we hold our online **International Education & Schools' Fair** which in Spring 2022 attracted an audience of 65,000 unique visits.

### OUR GLOBAL AUDIENCE 2021



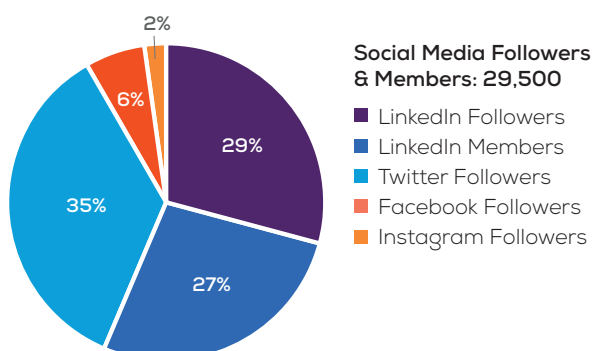
#### Top Channels

- Organic Search
- Direct
- Paid Search
- Social
- Referral



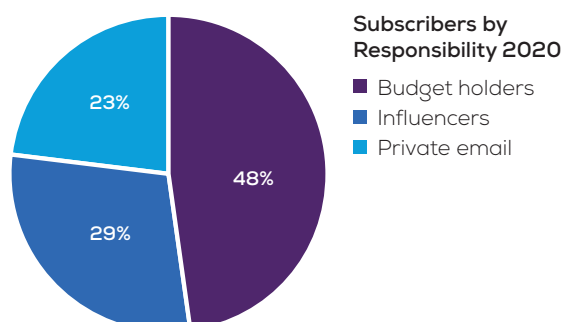
#### Page View Origin

- UK
- Europe
- North America (USA, Canada)
- South Asia (India, Pakistan)
- SE Asia (Phillippines, Malaysia, Singapore, Thailand, Vietnam)
- Other (Oceania, Africa)



#### Social Media Followers & Members: 29,500

- LinkedIn Followers
- LinkedIn Members
- Twitter Followers
- Facebook Followers
- Instagram Followers



#### Subscribers by Responsibility 2020

- Budget holders
- Influencers
- Private email

# 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 **Country Guide to Schools** and **Schools' Fair** hub. Each **Country Guide to Schools** not only features leading International schools, but also provides comprehensive insight for parents and decision makers by covering different aspects of education in the country, school options, education trends and transition support available for families through articles, webinars and video interviews.

All Featured Schools are extensively promoted on our Schools Fair hub in the autumn and spring to coincide with the admissions cycle.

## REACH INTERNATIONAL PARENTS AND DECISION MAKERS

You will reach parents and relocation professionals 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 are perfect 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 ensures exposure 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.

The online Country Guides to Schools also form part of the prestigious online Guide to International Education & Schools.

## PACKAGE

Use your Featured School page to explain why parents should choose your school with:

- **Virtual School Tour**
- **Country Guide to Schools** – link to your own dedicated Featured School page including video, editorial, articles and website links, contact details and social media details. Plus any webinars if you choose as an add on.
- **Featured Video:** Country guide home page
- **Article on chosen education topic**
- **Main Directory:** School listed with 1000+ words school description, videos, website links, contact & social media details
- **Leaderboard:** Country Guide home page, one banner of 3 in rotation, 3 mth

### Reach our global audience of:

- Parents planning an international assignment
- Local parents looking for an international education or school with a global outlook
- Parents planning for university applications
- Parents looking for a boarding school
- Parents focused on finding a school with a particular curriculum, language(s) or specialism
- Parents looking for an online international school
- Families on a relocation/domestic move from one part of the country to another
- International employers supporting a move or funding school fees for an employee
- Employers recruiting global talent and supporting retention
- Employers setting up in a new dominion
- Relocation professionals offering school finding support
- Education consultants and other experts, suppliers

# GUIDE TO INTERNATIONAL EDUCATION & SCHOOLS

Our comprehensive and prestigious **Guide to International Education & Schools** is designed to support parents, employers and relocation professionals to select an International/local school. It has changed in response to the different needs of our global audience and technology advances and digital resources. We now deliver more in-depth content for the main relocation country destinations and are adding more locations to our Country Guides to Schools in an easily accessible online format.

**The entire Guide to International Education & Schools** is online with the individual articles available on our website. Topics such as 'Exploring International Education' and 'Choosing and Applying for a School Place' are covered together with Feature Articles from our journalists and contributing International Schools. Online content also includes topics such as Bilingualism and Transition care supported by webinars and videos.

The country specific content is now also available in the online Country Guides to Schools. These Country Guides offer a mix of articles, webinars and videos featuring leading International Schools.

Available to Featured Schools only, the package includes:

- **Featured Article:** Your article on an educational topic
- **Photographs and quotes in our editorial**
- **Leaderboard:** one panel of three in a rotation, 3 mth



# EVENTS

## INTERNATIONAL EDUCATION & SCHOOLS' FAIR 2022/23

In Autumn and Spring, the Schools' Fair hub hosts an exciting virtual programme of webinars, talks, interviews and discussions, supported by great editorial content. It provides a global platform to showcase International Schools that welcome relocating families and international students. The Schools' Fair Hub is also popular throughout the year as a source of information for relocating families throughout the admissions cycle.

### ONLINE AUTUMN & SPRING

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.



Asia Pacific

Europe

United Kingdom

Middle East

North America

## 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

Explain how 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](http://www.relocateglobal.com)

For maximum exposure make sure your school is visible as a Featured School with a package including:

- Dedicated featured school page
- Featured Video
- Featured Article
- Main Directory
- Leaderboard

### NEW WEBINARS

Don't miss out on the publicity generated by the new webinars released for the Schools' Fair.

**WATCH  
THE  
REPLAYS**





A unique education  
experience in The Netherlands  
Eerde International Boarding School



Niki Holterman  
in conversation with  
Fiona Murchie

WATCH  
NOW!



WATCH  
THE  
REPLAYS



## 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
- 30 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 past webinars here:

<https://www.relocatemagazine.com/articles/relocate-global-international-schools-fair-new-release-webinars>

### WEBINAR SPEAKERS

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

<https://www.relocatemagazine.com/meet-the-speaker>

### CONTINUOUS PROMOTION

The webinar replay videos are hosted on the Schools' Fair hub of our website at [relocateglobal.com](http://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.

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# FUTURE OF WORK FESTIVAL

— INCLUDING —  
AWARDS CEREMONY

Relocate  
G L O B A L

Join the best thinkers in global mobility, HR and leadership, in a glorious countryside setting with a festival feel.

Celebrate wellbeing and experience innovation at first hand and meet our award winners in person.

June 2023 —  
Lamberhurst, Kent, UK

## FESTIVAL SPONSORSHIP

Building on the success of previous festivals in London, this is a superb opportunity to be a Sponsor. The perfect way to market your school, product or services globally to organisations looking to expand their global footprint and find trusted suppliers and innovative solutions.

The Festival will be invaluable for decision makers and influencers operating in a global context, seeking to strategise and plan for growth, in the context of VUCA and the future of work and the workplace.

Don't miss the chance to align your brand with the Festival and reach international attendees including CEOs, CFOs, HR, Global Mobility Professionals, decision makers and influencers in multinational organisation.



## SHAPE THE AGENDA

Our sponsors will bring a unique element by helping to shape the content of our thought leadership hubs.

## GLOBAL REACH

You will benefit from extensive pre and post Festival coverage across our media reaching a global audience of 50,000 unique users per month.



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# FUTURE OF WORK FESTIVAL

— INCLUDING —  
AWARDS CEREMONY

Relocate  
GLOBAL

## AWARDS

### RELOCATE & THINK GLOBAL PEOPLE AWARDS

Established for 15 years, they were the first in the sector and widely respected for their independence and being the most prestigious accolade to win in the industry. Award Ceremony highlights can be viewed [here](#). The Award recordings have been viewed by over 15,000 people over the last two years on YouTube.

Specific categories for schools, plus a range of awards to enter across talent, engagement, education and global mobility.

**Award entries open: January – March 2023**

**Awards ceremony: June 2023**

### SPONSORSHIP OPPORTUNITIES AVAILABLE

Capitalise on our media buzz around the Awards leading up to the live Awards ceremony in June 2023 and winners' coverage and promotion over the summer and early autumn.

### AWARDS HIGHLIGHTS VIDEO

<https://www.relocatemagazine.com/awards-2022-gallery>



# OTHER OPPORTUNITIES

## DIGITAL MAGAZINE

### THINK GLOBAL PEOPLE/RELOCATE

Published quarterly and distributed globally as a digital version to our 6,000 subscribers and available on [www.relocateglobal.com](http://www.relocateglobal.com). Articles and advertorial are also posted separately on our website as individual pages. Education features are included in every issue.

Double page, and single page display advertisements and advertorials

<https://www.relocatemagazine.com/digital-issues>

## NEWSLETTERS

### RELOCATE EXTRA E-NEWSLETTER

Informs our subscribers on a monthly basis. 48% of our new subscribers are Budget Holders holding the position of CEO, Associate, Director, VP or Manager. Distributed to our 6,000+ subscribers, news and sector specials. Regular education editions and special weekly coverage during the Schools' Fair.

Sponsorship includes leaderboard banner advert and sponsored article.

## WEBSITE – EDUCATION & SCHOOLS

This popular section of our website includes news and feature articles and global coverage of education and schools. Editorial and banner advertising is available throughout the year.

<https://www.relocatemagazine.com/education-schools>

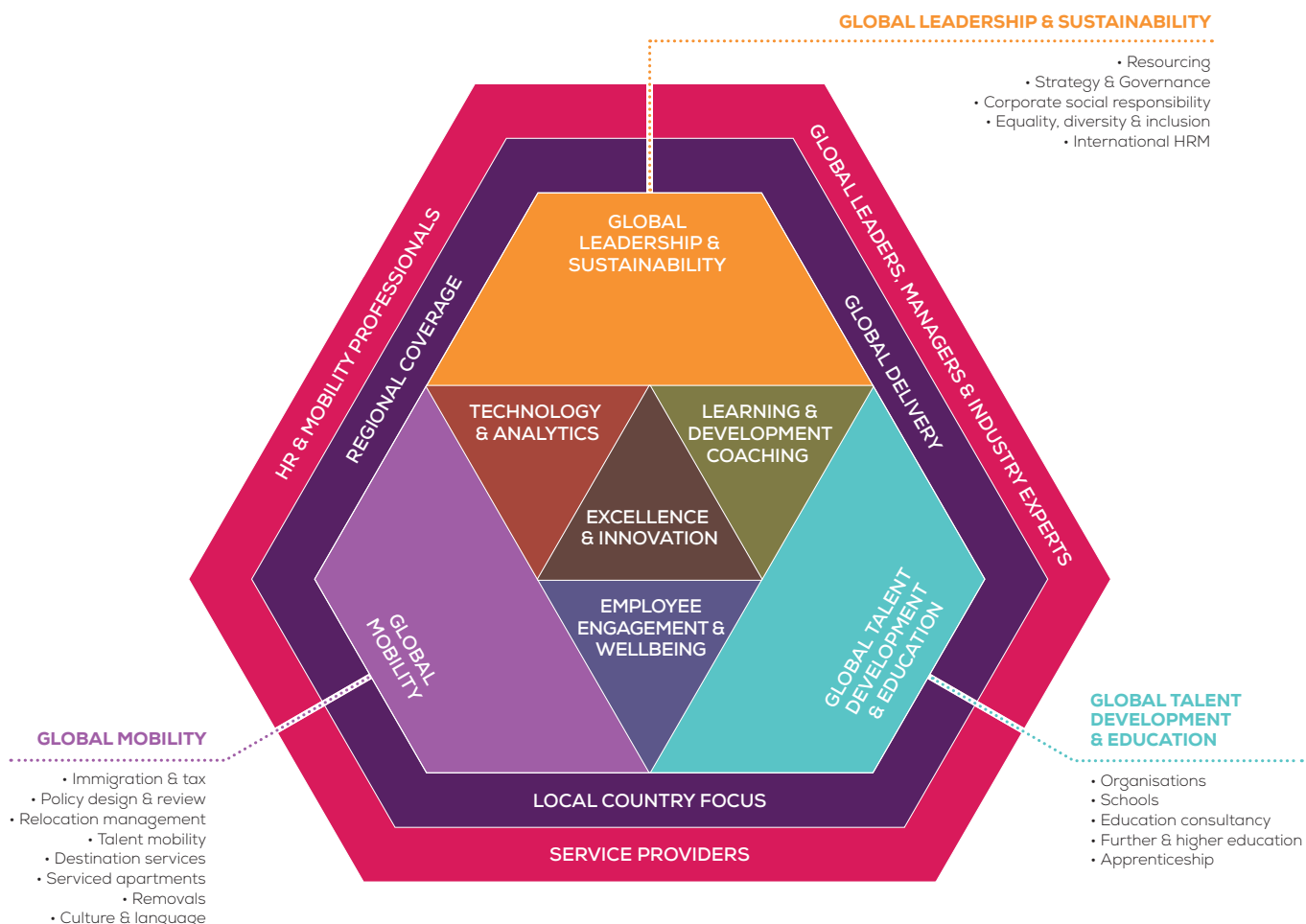
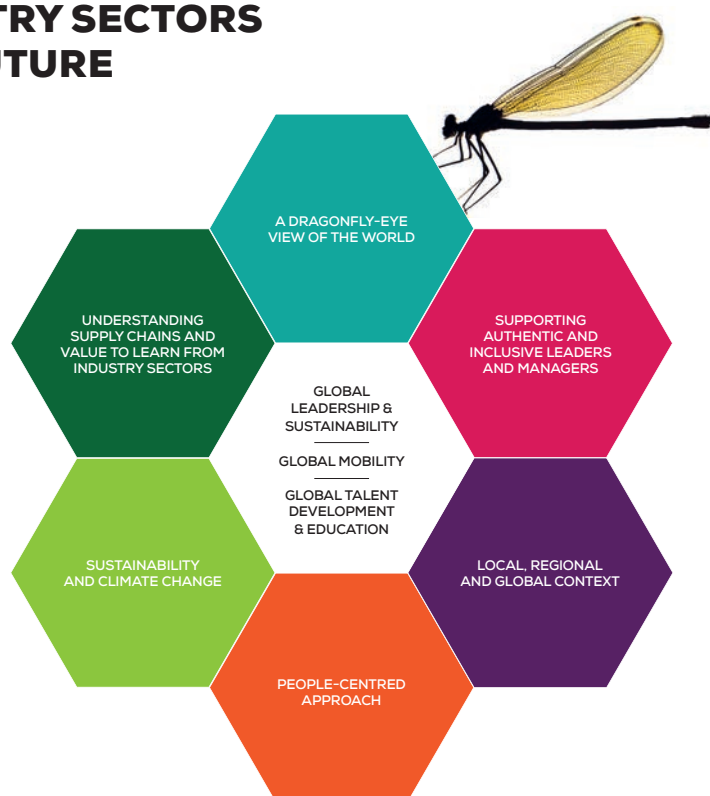


# OUR AUDIENCE & CONTENT AGENDA

## OUR PEOPLE LENS ON INDUSTRY SECTORS & THE WORKPLACE OF THE FUTURE

We explore the people behind the changes across industry sectors around the world, and their impact on 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. We warmly invite school leadership teams to join our knowledge-sharing communities to connect at local, regional and global levels to support your people and school to grow.



# Relocate

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PEOPLE

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

**relocateglobal.com**

