



Relocate  
G L O B A L

Think  
GLOBAL  
PEOPLE

# **GREAT INTERNATIONAL EDUCATION & SCHOOLS' FAIR**

Hosted on [relocateglobal.com](https://relocateglobal.com)

**2 – 30 November 2020**

FOR PARENTS, EMPLOYERS &  
RELOCATION PROFESSIONALS

EVENT & MEDIA PACK



## **GREAT INTERNATIONAL EDUCATION & SCHOOLS' FAIR**

As schools host Open Days and Virtual Events throughout the autumn, we use the opportunity throughout November 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.

With many expatriate families still displaced or looking to repatriate as a result of the Covid-19 pandemic, 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...

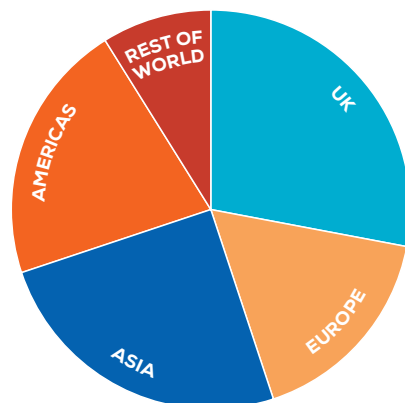
Showcase your school online to our global audience throughout November during our **Great International Education & Schools' Fair** at [www.relocateglobal.com](http://www.relocateglobal.com)

### PARTICIPATE WITH:

- School videos
- Virtual tour videos
- Webinars
- Meet the schools Q&A sessions
- Education advice on curriculum and choosing a school
- Explore the future of education & schools
- Relocation support options
- Country & regional perspectives

## OUR GLOBAL AUDIENCE

Website page views (3 years)	1.76 million
Education & schools pages read (12 mths)	298,500
Unique users per mth (May)	50,800
Twitter / LinkedIn / Facebook followers	14,000
Virtual Relocate Awards YouTube views (May-Sept 20)	9,000





## **BENEFITS**

### **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.

## **ATTENDEES EXPERIENCE**

The content of the Great Education & International Schools Fair will be shared across three hubs:

- Schools and education hub
- Relocation and family wellbeing hub
- Future of work hub

Attendees will be able to navigate content by country, region and a global perspective.

### **BE PART OF THE SOCIAL MEDIA CONVERSATION**

Engage with parents and decision makers across social media including Twitter, LinkedIn and Facebook.

**The fair will be live from  
2 – 30 November 2020.**

**The website section will remain  
live until the end of January 2021.**



## VIRTUAL TOURS & SCHOOL VIDEO

### 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

Explain why parents should choose your school. Cover one or all of these perspectives to target our unique audience of parents and decision makers:

- 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 move from one part of the country to another
- Employers supporting a move and/or providing school fees as an employee

### BENEFIT

- Relocation professionals offering school finding support
- Education consultants and experts and suppliers

Video to be part of the new Great International School Fair section on [www.relocateglobal.com](http://www.relocateglobal.com) and will be promoted widely across the website and our multimedia. The Fair will be live 2 – 30 Nov 2020, the website section will remain until end Jan 2021.

## DIGITAL: SCHOOLS RESPONDING TO THE NEW NORMAL

Published throughout November

Articles will feature in the Great International Education & School Fair section on [www.relocateglobal.com](http://www.relocateglobal.com) and be promoted widely across our media. Editorial from schools will also appear in the Relocation & Family Wellbeing Hub and Future of Work Hub.





## WEBINARS, TALKS, INTERVIEWS IN NOVEMBER

We have an exciting virtual programme of webinars, talks, interviews and discussions planned, supported by great editorial content on how schools have adapted to thrive in the new world we live in. These will also support attendees of the Relocation & Wellbeing Hub and the Future of Work Hub.

### WEBINARS

We are planning a weekly webinar during the Fair to explore various aspects of education and schools to advise and engage with families seeking an international school, and their advisors. Registration details for the panellist webinar will be shared with panellists.

### PANELLIST WEBINAR

There is a choice of topic:

- Family Focus
- Country specific
- Choosing a school
- Specific education focus or curriculum
- Relocation & Wellbeing Hub
- Future of Work Hub

Examples of recent webinars can be viewed here:

**Education & Family Focus Webinar – Panellist:**  
<https://bit.ly/3nsns92>

**International Schools Webinar with TASIS England – Case Study:** <https://bit.ly/3d7FmJz>

**Robert Stitch, Principal, Garden International School Malaysia – Interview:** <https://bit.ly/2SBNhp1>

### INTERVIEW WEBINAR

Relocate Global interview with School Head or thought leader/specialist – 15-20 minutes

### IGNITE TALK (live or pre-recorded video)

Hot topic by a single presenter – 20 minutes

## BANNER ADVERTISING

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

## ONLINE DIRECTORY

School directory consisting of 1000-2000 words of text, 5 images, a video. Links to website, social media and contact details.

## DOWNLOAD RATES & PACKAGES

Download our rate card at <https://bit.ly/3nssQJp>

For further information and to discuss your requirements in detail please contact:

Tom Ward: [tom.ward@relocatemagazine.com](mailto:tom.ward@relocatemagazine.com) or  
Annabel Letham: [annabel@relocatemagazine.com](mailto:annabel@relocatemagazine.com)

Alternatively, please call the office on  
**+44 (0)1892 891334.**

**“WE LIKEN THE  
UNIQUE PEOPLE  
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OF MARKET  
INTELLIGENCE TO  
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THE WORLD  
AND BUSINESS”**

# 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. We are the publishers of the prestigious Guide to International Education & Schools and The Guide to Education & Schools in the UK. This autumn Think Global People was launched to reflect the changes across the global mobility sector and the relevance of innovation and best practice to international organisations managing talent and teams around the world.

Our purpose is to blend global mobility’s understanding of complexity with international leadership and management priorities, offering a fresh take on talent development and education. People and their stories are at the heart of this as we all learn to embrace ambiguity and change.

We offer a people lens that touches the sweet spot for internationally minded people in global leadership and management roles, those working in global talent mobility and across the spectrum of lifelong learning and education, from schools to higher education.

There are plenty of opportunities to get involved if your organisation wants to reach global leaders and management teams or if you operate in the global talent mobility or learning and development sector. As well as The Education & Schools Hub, The Fair will include a Relocation & Family Wellbeing Hub and a Future of Work Hub with a full programme of content virtual activities over 4 weeks. For sponsorship and online opportunities please contact Tom Ward: [tom.ward@relocatemagazine.com](mailto:tom.ward@relocatemagazine.com) or Annabel Letham: [annabel@relocatemagazine](mailto:annabel@relocatemagazine) to find out more. Alternatively call the office on +44 (0)1892 891334.



# Think GLOBAL PEOPLE

- Quarterly magazine & digital supplements
- Leading global website – [relocateglobal.com](http://relocateglobal.com)
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- Global Mobility Toolkit
- Awards & events
- Webinar & video
- E-newsletters

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