



Independent
SCHOOLS
Show

DATES &
PRICES
2024-5

Boarding
SCHOOLS
Show

Independent SCHOOLS Show



2 Shows in London

Since 2006, the principle forum for UK independent schools to meet London and South East based parents, our 2 London shows in 2024-25 will enhance your school's presence in the UK's wealthiest market.



ISS 2024

Battersea Evolution
Friday / Saturday, 8-9 November

With 200+ of the UK's top independent schools exhibiting, our flagship show gives a unique overview of the life-changing educational opportunities available at independent schools.

NEW @ BATTERSEA FOR 2024:

- NEW Friday/Saturday opening days.
- NEW floor plan.
- NEW Friday 3:45pm-7:45pm opening to attract parents after school pick-up or work.
- NEW intensive Saturday talks programme.



SUMMER 11+/13+ FAIR

Saatchi Gallery
Tuesday 20 May

The ultimate event for London parents navigating 11+ and 13+ independent school choices and pathways, as their children prepare for senior school admission.

2 DISTINCT AUDIENCES:

- Each show attracts its own distinct audience, with very little overlap.
- Just 6.2% of 2023 Battersea visitors attended the Summer Fair.

POWERFUL PARTNERS

For each show we run a large advertising & PR campaign, featuring strongly in national titles.



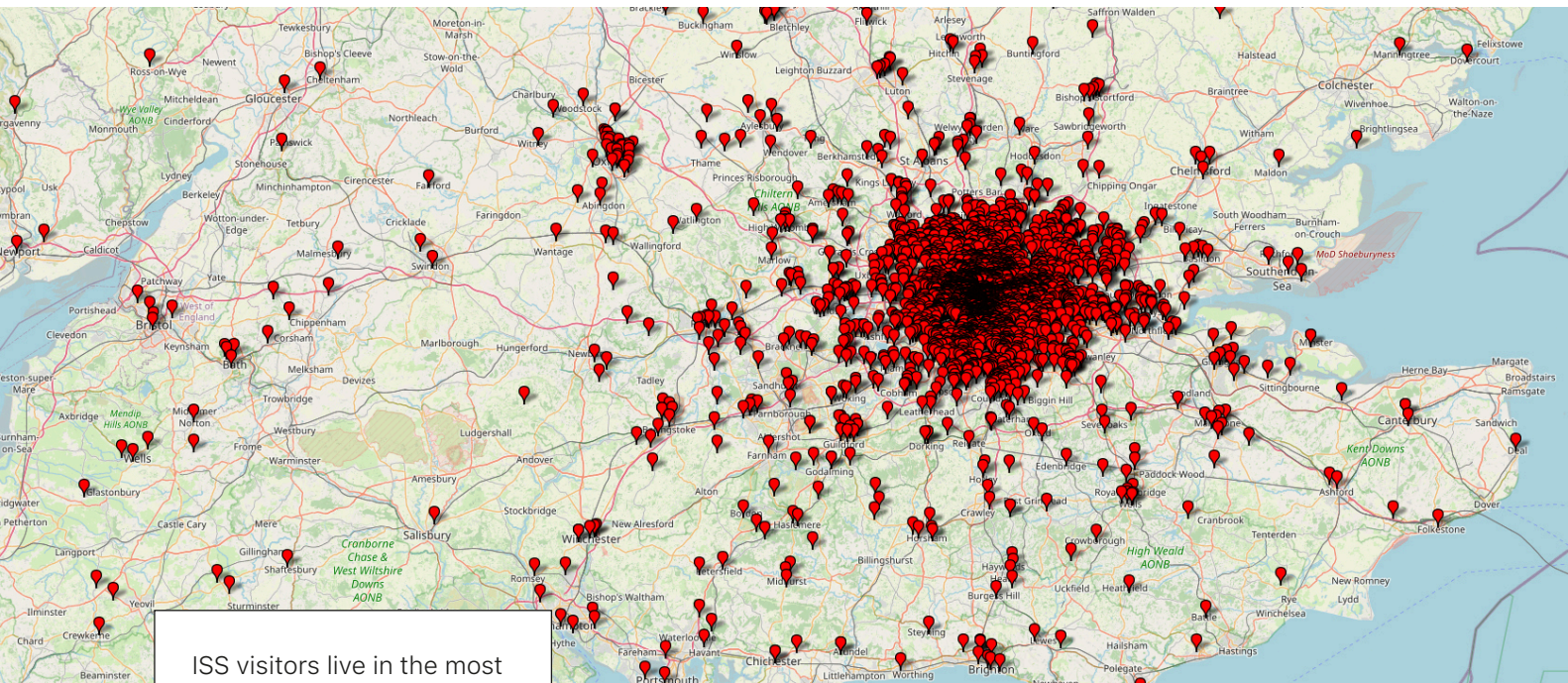
THE TIMES
THE SUNDAY TIMES



TATLER

Muddy Stilettos

Where our London visitors come from

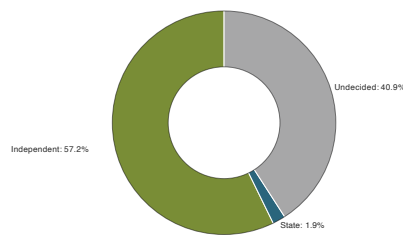


ISS visitors live in the most affluent boroughs of London.

Top locations of 2023 visitors :

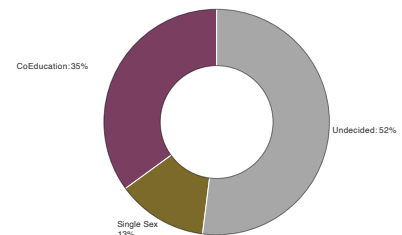
- Wandsworth
- Kensington and Chelsea
- Hammersmith and Fulham
- Westminster
- Lambeth
- Southwark
- Ealing
- Barnet
- Merton
- Tower Hamlets
- Croydon
- Greenwich
- Camden

What our visitors want



State / Independent

- The majority of ISS visitors are only looking for places at independent schools.
- However a significant minority (41.9%) are comparing state and independent sectors.
- A tiny group are only considering state schools (usually boarding).



Single Sex / Co-Education

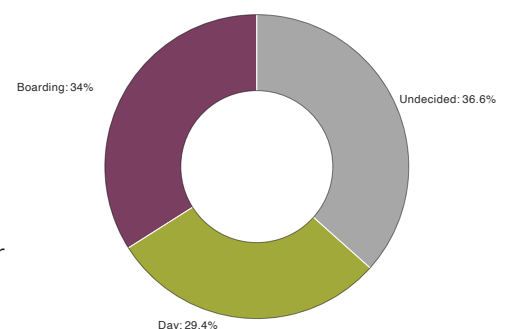
- Most visitors are undecided whether they want a Co-Ed or single sex school.
- Parents with daughters are nearly twice as likely as parents of boys to be certain that they want single sex schools.

POST SHOW REPORT

A more comprehensive analysis of the demographics of ISS visitors can be found in the annual [Battersea Post Show Report](#).

Teenage Boarding

- ISS visitors with teenage children have a strong interest in boarding.
- In 2023 a record 34% were sure they wanted boarding (up 100% on 2022). Another 36.6% were considering boarding.



Boarding SCHOOLS Show

10 Overseas Shows

Since 2012 the Boarding School Shows has provided schools with direct access to key boarding markets in Europe, the Middle East and Asia.



SCHOLATO SERVICE

Overseas parents often start their journey with little knowledge of the UK and independent schools. To better prepare them ALL parents registering for BSS overseas shows are now contacted by Scholato - our telephone advice and support service powered by Bonas MacFarlane. Trialled in the autumn of 2023, the results are encouraging: higher parental engagement; deeper pre-event information for exhibitors; more serious leads.

POWERFUL MARKETING

Being part of a group spreads the marketing cost. For each show we run large campaigns and report all activities in our comprehensive post-show reports. BSS advertising, PR & media coverage will strengthen your school's international brand position.

SHARED INFORMATION

We share local market briefings (UKTI or other) plus our own local market knowledge. Many schools also see the networking with co-participants as highly valuable.

POWER OF EVENTS

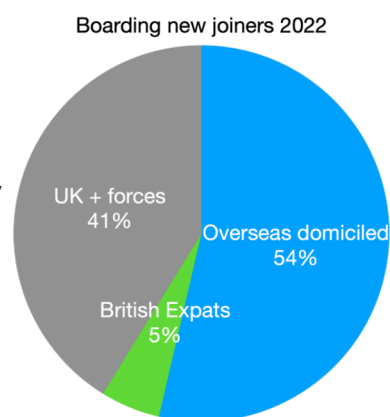
Face-to-face contact with parents is the best way to convert interest into registrations. The Shows are also a great way to enhance links with local feeder schools and an opportunity for interviews & entry tests.

DEVELOPMENT OPPORTUNITIES

The shows' prestigious venues provide the perfect environment to re-connect with your international alumni.

Facts & Figures

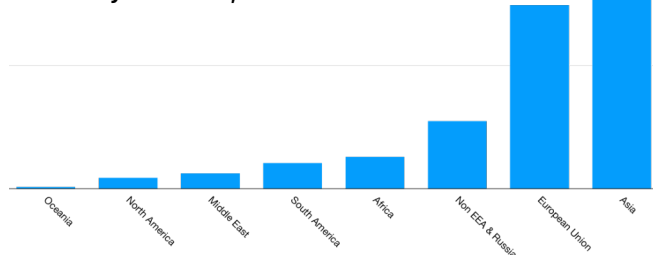
International markets are essential for British independent schools looking to recruit boarders. The latest ISC data demonstrates clearly that overseas domiciled families and ex-pats now make up the majority of new joiners to boarding schools. (2022 ISC)



Following the data

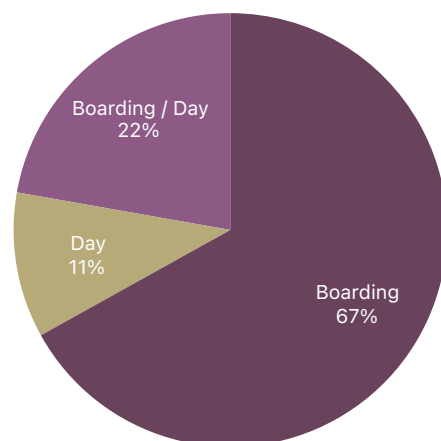
Join our Boarding School Shows to target the areas of the world where it is proven that there is most interest in UK boarding - Asia and Europe.

Overseas new entrants to UK boarding schools by continent, ISC 2022 Census



What BSS visitors want

The vast majority seek boarding. But we are also seeing more interest in relocation to UK, with especially amongst parents of younger children.



SHOW	DATES	PRICES
 <p>LONDON 2024</p>	Friday 8 November - Saturday 9 November	Price depends on stand size
 <p>AUTUMN TOUR EUROPE 2024</p>	Geneva - 26 November Monaco - 28 November	£4,000 £4,000
 <p>SPRING TOUR MIDDLE EAST & ASIA 2025</p>	Dubai - 15 March Bangkok - 18 March Singapore - 20 March	£4,000 £4,000 £4,000
 <p>SUMMER FAIR 11+/13+ 2025</p>	Saatchi Gallery - Tuesday 20 May	£4,000 + VAT
 <p>SUMMER TOUR USA 2025</p>	San Francisco - 6 May Los Angeles - 8 May New York - 10 May	£4,000 £4,000 £4,000
 <p>AUTUMN TOUR ASIA 2025</p>	South Korea - 25 Sept. Taiwan - 27 September	£4,000 £4,000

Please contact Ben Hitchman
ben@schoolsshow.co.uk
+44 (0) 20 3201 0299

Handbooks / post-show reports:
exhibitors.schoolsshow.co.uk