



Independent
SCHOOLS
Show
THE NEW
CHAPTER
2025-6
Boarding
SCHOOLS
Show





A new chapter begins

The new approach for our 2025-26 shows is for smaller, more targeted, regular events throughout the year, designed to enhance accessibility and relevance for families navigating their children's educational journeys.

This format was trialled at our 2025 Summer Fair. See next page for a visitor summary.



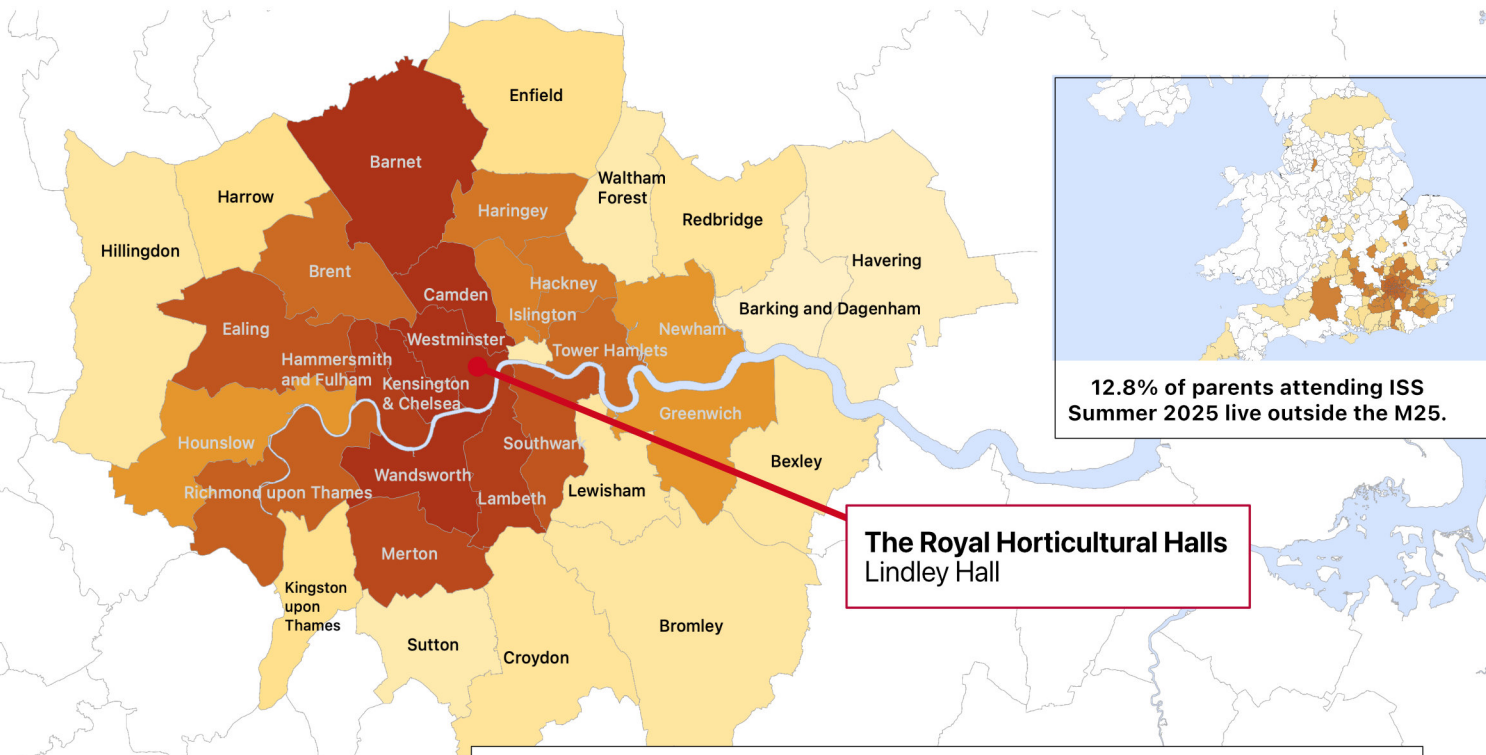
THE NEW FORMAT WORKS:

- **Weekday shows attract key audience:** parents attend after school drop-off and adjust their work schedules to participate, ensuring strong engagement.
- **Central location** makes it easier for parents to attend.
- **New format significantly reduces costs for schools:** eliminates the need for stand builds, furniture rentals, and hotel expenses, making participation more cost-effective.
- **Strategic focus improves value for London parents:** each ISS event is tailored to specific entry points, compelling London parents to visit.
- **Smaller, targeted events enhance engagement:** schools connect with highly purposeful parents during crucial decision-making periods, fostering meaningful interactions.
- **1x Saturday show preserves ISS's legacy as a gateway event:** maintains its long-standing role in introducing families to the independent school sector.

3x ISS London shows

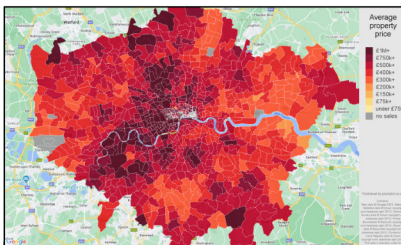
SHOW	DATE	VENUE	FOCUS
ISS AUTUMN	Thursday 9 October 2025	RHS Lindley Hall	All Entry Points
ISS SPRING	Saturday 28 February 2026	RHS Lindley Hall	Going Private
ISS SUMMER	Thursday 14 May 2026	RHS Lindley Hall	11+/13+ Move to Senior

Where our London visitors come from



POST SHOW REPORT

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

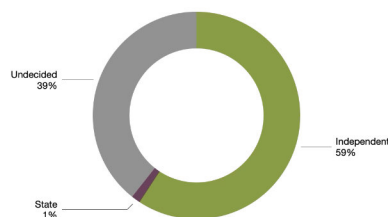


Our new central venue has enhanced the Show's reach into the wealthiest London boroughs.

Top 10 home locations of visitors at the Summer Fair 2025 show:

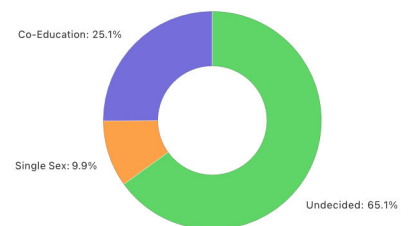
- Kensington and Chelsea
- Wandsworth
- Westminster
- Camden
- Barnet
- Lambeth
- Hammersmith and Fulham
- Merton
- Ealing
- Southwark

What Londoners want



State / Independent

- The majority of ISS visitors (59%) are only looking for places at independent schools.
- However a significant minority (39%) are comparing state and independent sectors.
- A tiny group are primarily considering state schools.

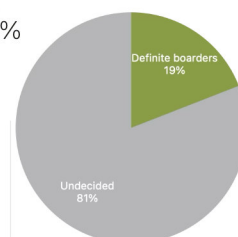
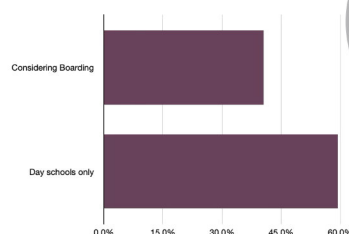


Single Sex / Co-Education

- Most visitors are undecided whether they want a Co-Ed or single sex school.
- This year parents of boys were slightly more certain that they wanted single sex schools than parents of girls.

Boarding / Day

ISS visitors have a strong interest in boarding. 40.6% are considering it.



19% of those considering boarding are definite that this is the right route. The other 81% are unsure and at the Show to find out more.

Boarding SCHOOLS Show



2025-6 Overseas Shows

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

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.

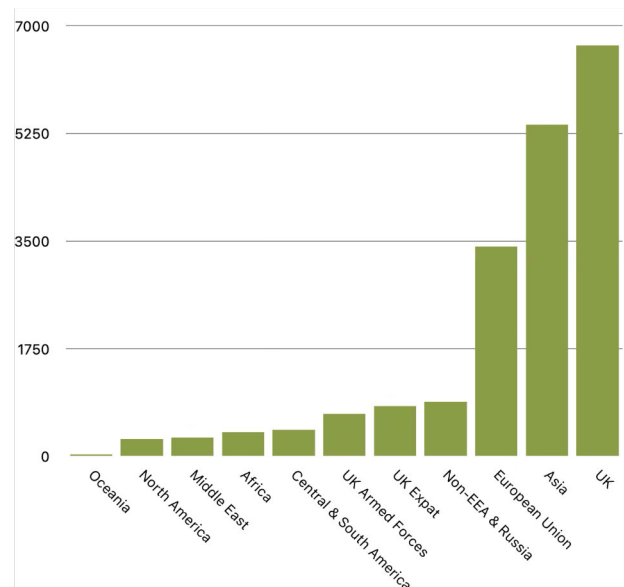


Facts & Figures

International markets are essential for British independent schools looking to recruit boarders. Overseas domiciled families and ex-pats make up the majority of new joiners to boarding schools.

Following the data

Our shows target the areas of the world where it is proven that there is most interest in UK boarding - UK, Asia and Europe.



New entrants to UK boarding schools
by domicile region - ISC 2025 Census

What overseas visitors want

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

Boarding SCHOOLS Show

POWERED BY



The Pivot to a Lead Generation Platform

Aligning incentives, increasing value, and rewarding partnership

WHY WE'RE EVOLVING

From Autumn 2025, we are introducing a performance-based agency commission model for our international events. This ensures our goals align with yours, delivering not just leads, but confirmed enrolments. This transforms ISS & BSS from a traditional events organiser into a full-service lead generation platform — with smarter targeting, better conversion support, and clearer value for partner schools.

LONDON SHOWS ARE EXCLUDED

Commission only applies to families engaged through our overseas events.

WHY THIS MODEL WORKS – POWERED BY SCHOLATO

While around 35% of registered families attend in person, 100% of pre-registered guests demonstrate strong intent to explore UK boarding.

Our goal is to engage the full audience, including the no-show families, through our bespoke family advisory service, Scholato.

Learn more:

schoolsshow.co.uk/services-scholato



Included in Our Commission Service

- Pre- and post-event parent engagement
- Qualified introductions & follow-up
- Warm lead data, including no-shows
- Success-based commission only on confirmed enrolments

Key Benefits for Schools

This evolved commercial model gives us greater flexibility, reach, and marketing power to help you attract the right families.

- Global agility: Events in new markets where demand is growing.
- Bigger marketing budgets: Invest more in targeted campaigns to attract high-intent families.
- Enhanced family support: Pre-event engagement, including student assessments and personalised school matching.
- Higher quality leads: Background info and signposting will be provided, giving schools better insights into families' needs before introductions.

SHOW	DATES	PRICES
 ISS AUTUMN 2025	RHS Lindley Hall - Thursday 9 October	£4,500
 EUROPE 2025	Istanbul - 25 November Monaco - 27 November	£4,000 £4,000
 ISS SPRING 2026	RHS Lindley Hall - Saturday 28 February	£4,500
 SPRING TOUR MIDDLE EAST & ASIA 2026	Dubai - 14 March Bangkok - 16 March Hong Kong - 18 March Singapore - 20 March	£4,000 £4,000 £4,000 £4,000
 USA NEW YORK 2026	Pratt Mansions - Thursday 30 April	£4,000
 ISS SUMMER 2026	RHS Lindley Hall - Thursday 14 May	£4,500

**For more information or to discuss
your participation, please don't
hesitate to contact us.**

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

Multi-event discounts are available for our
London and overseas shows. Contact us
to learn more.

All prices subject to VAT.