

## **About the Show**

Now in its second decade, the Dubai Boarding Schools Show has become a trusted fixture in the international education calendar, connecting top UK schools with globally mobile families based in the UAE and the wider region.

This year's event was held at the Sheraton Hotel, Mall of the Emirates, and welcomed over 100 highly engaged families.

Exhibiting schools enjoyed in-depth conversations with parents actively considering a British boarding education.

Alongside the exhibition, we ran a full programme of talks and panel discussions, tackling the questions parents are asking today with speakers including the Headmistress of Wycombe Abbey and the Principal of NLCS Dubai, exploring topics such as modern boarding, transition years, and the decision to stay or go.





This year's show featured 25 leading schools - 85% from the UK and 15% from the UAE and the wider international education landscape.

"Thank you for the show in Dubai which was super."

- Westminster School









# **Marketing Campaign**

We partnered with Dubai-based agency, Story PR, to deliver a Q1 2025 campaign spanning print, radio, social media, and community outreach - supported by our own targeted marketing across the region.

This included our extensive parent database, long-standing relationships with local schools, and the launch of a new WhatsApp campaign.

We ran a three-week radio presence on Dubai Eye and Dubai 92, featuring two live interviews, alongside direct email newsletters and personal invitations via our UAE mailing list.

We also activated our trusted network of parent influencers across key communities - British, Indian, Emirati, and Russian - to drive strong word-of-mouth engagement among high-intent families.

As part of our exhibitor support, we provided personalised digital assets and banners for schools and speakers, which were widely shared across Instagram, Facebook, LinkedIn and Twitter.





#### **Campaign Highlights**

- Total PR Value (incl. social): \$280,096
- Total Ad Value (incl. social): \$82,032
- Combined Media Reach (non-social):
  4.9 million+
- Total Social Media Reach: 1.3 million+

### **Community Engagement**

- Targeted Facebook Campaigns: Posts in 35+ active parenting groups
- (e.g. Dubai Mums, Abu Dhabi Mums, All India Parents Forum, Victory Heights Villas)
- Social Media Activity:
  - Collaborations with local influencers (e.g. butterflysocial\_dxb)
  - Multiple Instagram stories and carousels on TimeOut, Discover DXB, etc
- Community-Focused Strategy: Access to 50 key expat/parenting groups, high retention of posts

#### **Media Coverage**

- Total Editorial Pieces: 9 (English),
  1 (Arabic)
- Broadcast Features: 2 major segments on Dubai Eye 103.8 FM - including interviews and panel discussions
- Print Coverage: Featured in The National (circulation: 60,000)
- Top Online Features:
  - Time Out Dubai (1.1M reach)
  - Raemona Magazine, Education UAE, British Mums
  - The National News opinion and coverage
- Newsletter Promotion: British Mums Dubai, Expat Woman etc

### Why Exhibit?

The Dubai Boarding Schools Show delivers high-impact brand visibility and qualified parent engagement through premium press coverage and targeted local outreach - positioning your school at the heart of the Middle East's most dynamic international education market.

#### **DUBAI 2026: SATURDAY 14 MARCH**

Following the continued success of the show, we'll be returning to Dubai in the same time slot for 2026 to maintain momentum and build on our strong local presence.

Spaces are limited, and with high rebooking rates, we encourage early confirmation to secure your place.

#### 2026 Recommendations

- Start campaign end-Q3 2025
- Ensure equal focus on editorial and community outreach
- Use data-driven pitches to secure stronger media features
- Introduce fresh, topical content (e.g. effects of UK school VAT policy)

# Parents see appeal in life lessons from top-class boarding schools















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