



Independent  
SCHOOLS  
**Show**  
**CALENDAR**  
**2026**

LONDON | WORLDWIDE | AGENTSCONNECT



## A new chapter begins

For our 2026 shows we are developing our programme of targeted events throughout the year, designed to enhance the show's relevance for families navigating educational journeys.

**This format was trialled in 2025-6 Summer Fair. See next page for a visitor summary.**



### THE NEW FORMAT WORKS:

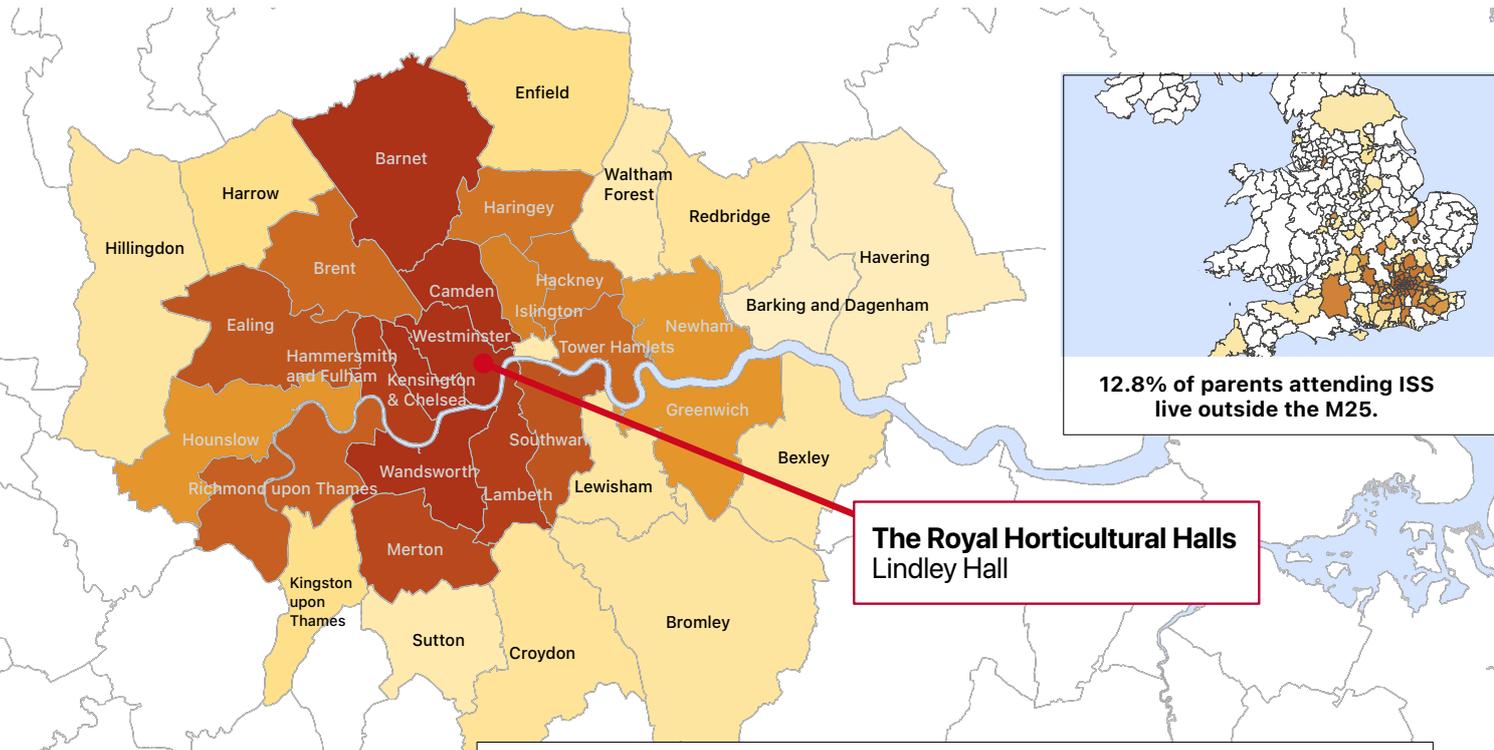
- **Weekday shows attract key audience:** parents attend after school drop-off and adjust their work schedules to participate, ensuring strong engagement.
- **Central location:** makes it easier for parents to attend.
- **New format significantly reduces costs for schools:** eliminates the need for stand 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.
- **The Saturday shows target family audiences:** making it easy for parents, grandparents and children to attend, and preserving ISS's well-established role as a gateway to the private sector.

## London Shows

SHOW	DATE	VENUE	FOCUS
ISS SUMMER	Thursday 14 May 2026	RHS Lindley Hall	11+/13+ Move to Senior
ISS AUTUMN	Saturday 14 November 2026	RHS Lindley Hall	All Entry Points
ISS SPRING	Saturday 27 February 2027*	RHS Lindley Hall	All Entry Points

\*Provisional date

# Where our 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 2025-6 shows:

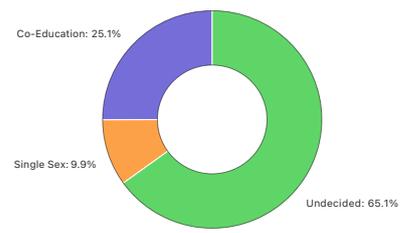
- Kensington and Chelsea
- Wandsworth
- Westminster
- Camden
- Barnet
- Lambeth
- Hammersmith and Fulham
- Merton
- Ealing
- Southwark

## What Londoners want



### State or 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.

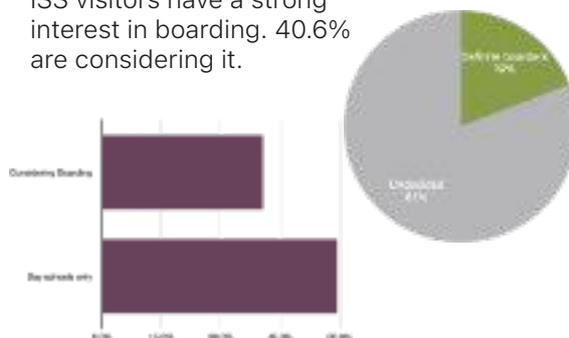


### Single Sex or Co-Education

- 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 or 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.

# Independent SCHOOLS Show



## 2026 Worldwide 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.

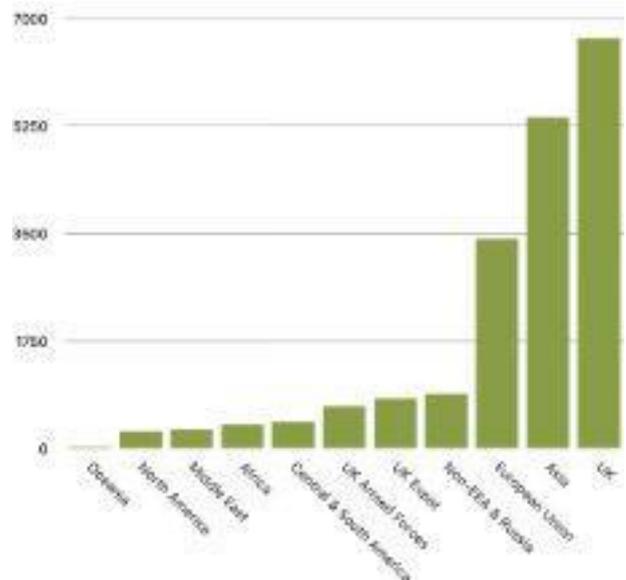


### Facts & Figures

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.

# Independent SCHOOLS Show

POWERED BY



## The Pivot to a Lead Generation Platform

Aligning incentives, increasing value, and rewarding partnership

### WHY WE'RE EVOLVING

In Autumn 2025, we introduced a performance-based agency commission model for our worldwide events. This ensures our goals align with yours, delivering not just leads, but confirmed enrolments. This transforms ISS from a traditional event 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](https://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.

# AgentsConnect

Summer26

## A NEW WAY TO BUILD ADMISSIONS PARTNERSHIPS THAT WORK

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"This was inspired.  
Brilliant talks, great people  
and my diary's now packed!"

"Proof of the power of great  
school-agent partnerships."

"I barely stopped talking!  
Fantastic networking."

**NEXT EVENT**

**SUMMER26**

Friday 15 May

London ISS: 14 May



ENQUIRE NOW AT [SCHOOLSSHOW.COM](http://SCHOOLSSHOW.COM)

SHOW	DATES	PRICES
 <p><b>USA NEW YORK 2026</b></p>	<p><b>New York:</b> Pratt Mansions - Thursday 30 April</p>	<p>£4,000</p>
 <p><b>ISS SUMMER 2026</b></p>	<p><b>London:</b> RHS Lindley Hall - Thursday 14 May</p>	<p>£4,500</p>
 <p><b>MIDDLE EAST &amp; ASIA 2026</b></p>	<p><b>Abu Dhabi:</b> African Lounge - Thursday 4 June <b>Dubai:</b> Sheraton, Mall of the Emirates - Saturday 6 June</p>	<p>£2,500 £4,000</p>
 <p><b>AUTUMN EUROPE 2026</b></p>	<p><b>Monaco:</b> Miramar Hotel - Tuesday 13 October</p>	<p>£4,000</p>
 <p><b>ISS AUTUMN 2026</b></p>	<p><b>London:</b> RHS Lindley Hall - Saturday 14 November</p>	<p>£4,500</p>
 <p><b>AUTUMN ASIA 2026</b></p>	<p><b>Hong Kong:</b> Soho House - 1 December <b>Bangkok:</b> Siam Kempinski - 3 Dec. <b>Singapore:</b> Shangri-La - 5 December</p>	<p>£4,000 £4,000 £4,000</p>

## AgentsConnect

2026

### SUMMER 26:

Friday 15 May £950

### AUTUMN 26:

Tuesday 17 November £950

### More information

including handbooks & post-show reports  
[schoolsshow.co.uk/exhibitors](http://schoolsshow.co.uk/exhibitors)

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

Prices subject to VAT.

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