



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:

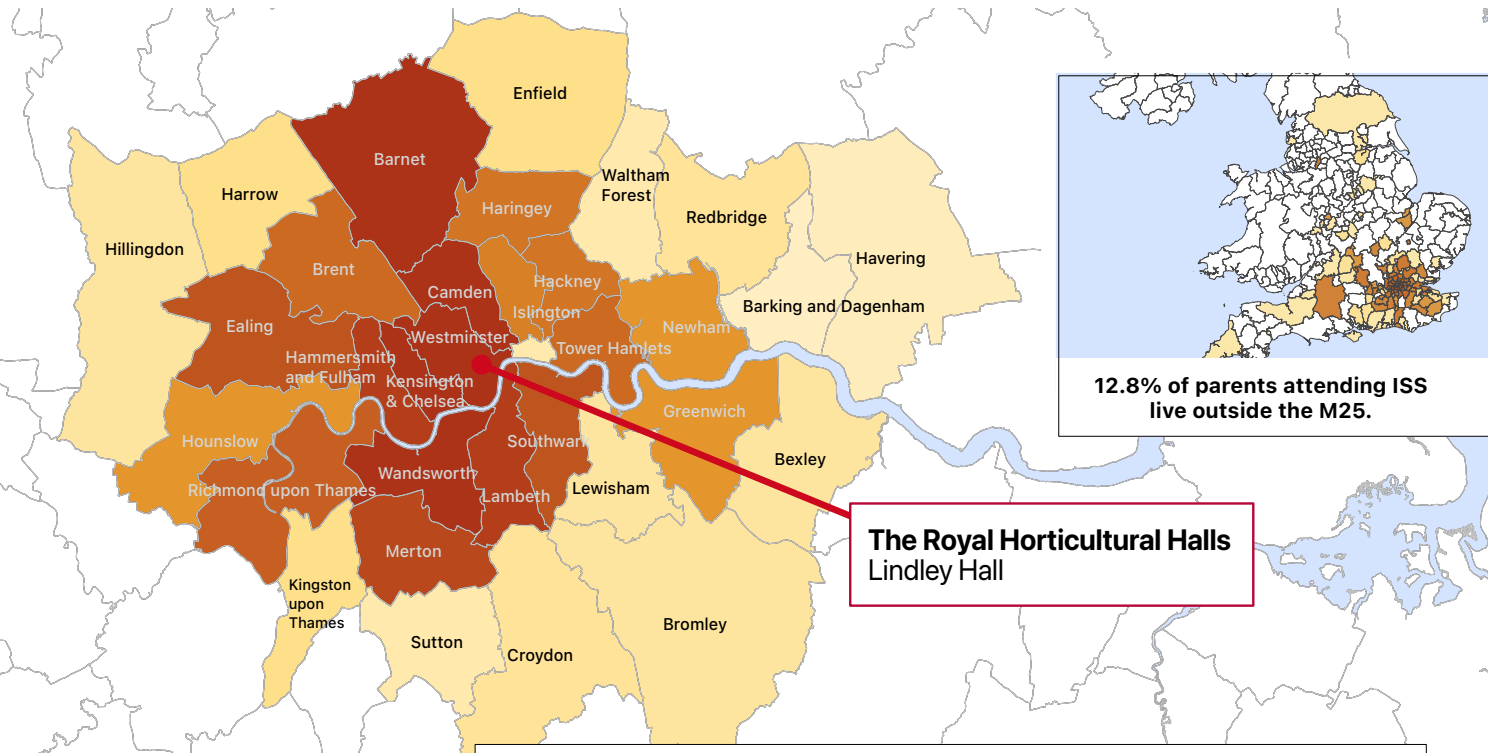
- **Weekday shows attract key audience:** parents attend after school drop-off and adjust their work schedules to participate, ensuring strong engagement.
- **Central location:** makes it easier for parents to attend.
- **New format significantly reduces costs for schools:** eliminates the need for stand 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](#).

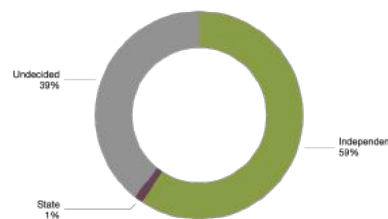


Our new central venue has enhanced the Show's reach into the wealthiest London boroughs.

Top 10 home locations of visitors at the 2025-6 shows:

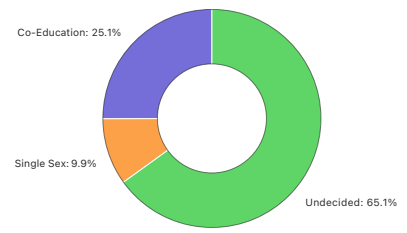
- Kensington and Chelsea
- Wandsworth
- Westminster
- Camden
- Barnet
- Lambeth
- Hammersmith and Fulham
- Merton
- Ealing
- Southwark

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.

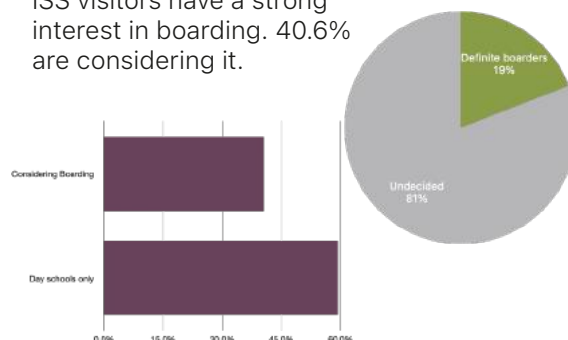


Single Sex or Co-Education

- 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.

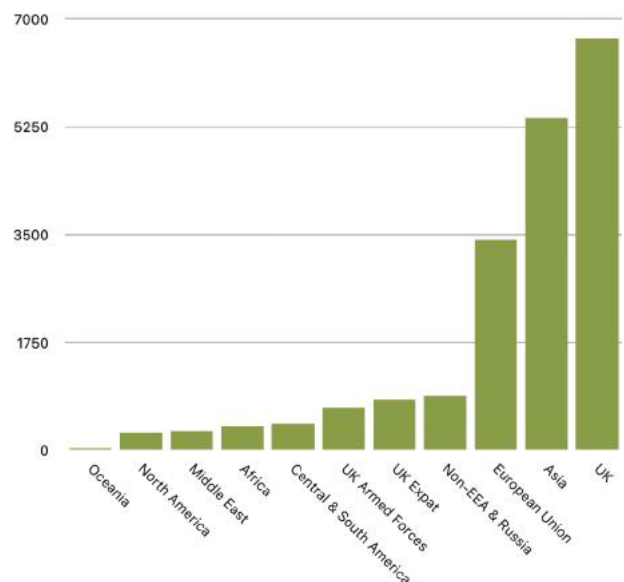


Facts & Figures

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



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

Autumn26

A NEW WAY TO BUILD ADMISSIONS PARTNERSHIPS THAT WORK

"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

AUTUMN26
Tuesday 17 November



ENQUIRE NOW AT SCHOOLSSHOW.COM

SHOW	DATES	PRICES
 <p>USA NEW YORK 2026</p>	<p>New York: Pratt Mansions - Thursday 30 April</p>	<p>£4,000</p>
 <p>ISS SUMMER 2026</p>	<p>London: RHS Lindley Hall - Thursday 14 May</p>	<p>£4,500</p>
 <p>AUTUMN EUROPE 2026</p>	<p>Monaco: Miramar Hotel - Tuesday 13 October</p>	<p>£4,000</p>
 <p>MIDDLE EAST & ASIA 2026</p>	<p>Abu Dhabi: African Lounge - Thursday 22 October Dubai: Sheraton, Mall of the Emirates - Saturday 24 October</p>	<p>£2,500 £4,000</p>
 <p>ISS AUTUMN 2026</p>	<p>London: RHS Lindley Hall - Saturday 14 November</p>	<p>£4,500</p>
 <p>AUTUMN ASIA 2026</p>	<p>Hong Kong: Soho House - 1 December Bangkok: Siam Kempinski - 3 Dec. Singapore: Shangri-La - 5 December</p>	<p>£4,000 £4,000 £4,000</p>

AgentsConnect

2026

AUTUMN 26:

Tuesday 17 November

£950

More information

including handbooks & post-show reports
schoolsshow.co.uk/exhibitors

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

Prices subject to VAT.

Please don't hesitate to contact us:

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