

## Getting the right parents through the doors at ISS 2010...



Parents cannot miss the Independent Schools Show thanks to a highly targeted marketing campaign which incorporates traditional advertising, direct mail and new media.

Here is a selection of the marketing activities planned for ISS 10:

- Placing advertisements and editorial in national and regional titles including The Daily Telegraph, Tatler, Angels & Urchins, Country Life and The Good Schools Guide
- Co-sponsor marketing (including *Boden, Tatler, Strutt & Parker, Archant Life and Volvo*) via associated press and print means a much larger reach for ISS to your core market of ABC1 parents
- Visitor promotion leaflets inserted within all Archant publications throughout London, including The Resident, The Hill, SW, Angel and Grove magazines
- 200k complimentary tickets will be distributed to parents of children in key London prep and pre-prep schools, in addition to head teachers suggesting parents visit the show
- Online marketing and email promotions including banners on ISC, GreatBritishLife.co.uk, The Good Schools Guide, London Baby Directory websites
- Posters displayed in antenatal clinics, hospitals, crèches, GP's surgeries, prep schools, nurseries and a number of other targeted locations
- Outdoor advertising – posters in key areas and bus stops on local prep school routes
- Increasing traffic to our dedicated show websites – SchoolsShow.co.uk and LeadingSchools.co.uk
- Joint promotional partnerships with a number of major brands, for example GreatBritishLife.co.uk. which will feature a new ISS 'blog' containing weekly updates with news about the show and it's exhibitors

### Developments for ISS 10...

ISS 2010 will feature MORE key London prep and pre-prep school than ever before, providing excellent networking opportunities for all exhibitors and of course, great for visiting parents!

The introduction of the 'University Village' featuring a selection of the UK's leading universities means that the show will appeal to an even wider audience of parents and students

Amongst others, the principal of Thomas's Schools, Ben Thomas, will be speaking in the Education Theatre. Being some of the most sought after prep schools in London - parents will be fighting to secure their place at this seminar!

The ISS 2010 networking champagne reception for all exhibitors and selected London prep heads provides schools with invaluable time to build and form working relationships

**For more information about plans for the show, please contact Camilla on 020 7731 7479**