



6TH ANNUAL
**INTERNATIONAL & BILINGUAL
SCHOOLS CHINA**

9-11 November 2020 | Delivered Digitally



2020 KEY DISCUSSION THEMES



GOVERNMENT PLANS,
POLICIES FOR PRIVATE
EDUCATION



UPDATES ON NEW
SCHOOLS EXPANDING
INTO TIER 1, 2 AND
3 CITIES



POST COVID-19 PLANS,
NEW OPERATIONS
MODELS AND
COMMERCIAL STRATEGIES



INVESTOR INTERVIEW



DEEP-DIVE INTO
SCHOOLS MARKETING
STRATEGIES



SUCCESS STORIES
ON MARKET ENTRY
STRATEGIES

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LEADERS FROM CHINA'S 2ND & 3RD TIER-CITIES' INTERNATIONAL SCHOOLS



DR. OLIVER KRAMER

Headmaster
Zhejiang Ivy International Academy,
Hangzhou City, China



TINA CHEN

Director of Admissions and Marketing,
Government Liaison Officer
Leman International School Chengdu,
China



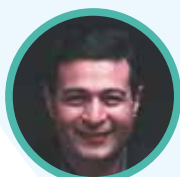
BOB DARWISH

Director General
Alcanta International College,
Guangzhou, China



KEVIN NELSON SCHOOLING

Principal
China World Academy, Suzhou City,
China



ARTURO RUELAS

Founding Head of Schools
Dongguan Tung Wah Wenzel
International School, Dongguan, China



CLAIRE BERGER

Director
Quality Schools International
Shenyang, China



MICHAEL URQUHART

Head of School & Middle School
ISA International Guangzhou,
Guangzhou, China



CATHY TAN

Founding Director of Admissions,
Marketing & Communications
Lady Eleanor Holles International
School Foshan, China



TIMOTHY WARREN

Headmaster and Secondary Principal
TEDA Global Academy, Tianjin, China



JADE KERSEY

Principal
Maple Leaf Educational Systems,
Dalian, China



HOWARD TUCKETT

Founding Headmaster
Wycombe Abbey School Hong Kong



MARCO LONGMORE

Head of College
Fettes College Guangzhou



SAM FRASER

Head of Asia Research
ISC Research, Singapore



PROF. JOSHUA KA HO MOK

Vice President & Dean of School of
Graduate Studies, Lam Man Tsan
Chair Professor of Comparative Policy,
Lingnan University, Hong Kong



COLBY HAZOURI

Vice President & Chief Academic Officer
Blue Valley Education Group,
Guangzhou, China



BENJAMIN JAMES SIMPSON

High Tech Integrator, International
School of Nanshan Shenzhen, Co-
Founder & Director, Steamhead.Space,
Engineer, High Tech High, United States



STEFAN TUEGER

Director of Marketing,
Shrewsbury International School,
Hong Kong



MICHAEL SHAW

Videographer & Branding Consultant
SteamHead.Space, United States



GARY XUN GUO

Director of Admissions and Marketing,
Nord Anglia School Guangzhou,
China

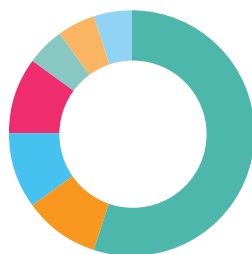
INTERNATIONAL & BILINGUAL SCHOOLS CHINA GOES VIRTUAL

As middle-class demand picks up alongside favorable policies and regulations surrounding private education, China's second- and third-tier ties are emerging as the new core development regions for China's next international education boom.

Now in its sixth year, International and Bilingual Schools 2020 is the pivotal event focused on commercial opportunities in China's international education market. Bringing together leadership from top schools in the Greater China region, the event will discuss the latest market trends and school business models in international education.

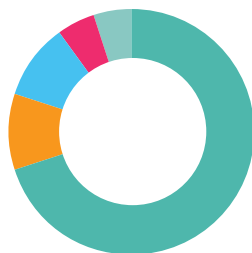
WHO YOU WILL MEET:

- Directors of the Board and Commercial Heads
- Headmasters/Head of Schools / Principals
- Director of Schools
- Development Director
- Head of Admissions
- Marketing Director
- Academic/Curriculum Director
- Business Development Director
- Operations Director
- Human Resources Director



BY INDUSTRY:

- International Schools.....55%
- Education Suppliers & Technology Providers....10%
- Education Investors & Financiers.....10%
- Consultants.....10%
- Recruiting Agencies.....5%
- Property Developers, Architecture, Designers...5%
- Government.....5%



BY GEOGRAPHY:

- China - Tier 1 and 2 Cities, and Hong Kong.....70%
- SEA & North East Asia.....10%
- US/UK.....10%
- Middle East.....5%
- Australia.....5%



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DAY ONE: MONDAY, 9 NOVEMBER 2020

13:00 Chairperson's Opening Remarks

John Todd, Director of Education,
Huntington Education

CHINA & GREATER BAY AREA MARKET

13:10 China & its Greater Bay Area - How Demand and Supply is Changing

- China market snapshot
- Post COVID-19 investment trends
- New school entry to China and projections
- GBA market scenarios and commercial outlook

Sam Fraser, Head of Asia Research,
ISC Research

13:40 CHINA IN THE GLOBAL FRONT Contesting Globalization & Rethinking International-Regional Collaborations

- China's national education agenda and what it means for international curriculum and schools market development from short- and long-term perspectives
- Meeting two goals in on go – International education that meets China education system requirements
- Key learnings for international schools' operators in China and for the new entrants
- China's approach to managing international education development: Belt & Road Initiative

Prof. Joshua Ka Ho Mok, Vice President & Dean of School of Graduate Studies, Lam Man Tsan Chair Professor of Comparative Policy, **Lingnan University**, Hong Kong

14:10 SCHOOL LEADERSHIP THINK-TANK Growth, Governance & Sustainable Development of China's International & Bilingual Schools Market

- Development opportunities & demand drivers in GBA and lower-tier cities
- Education policy & legislation impacting international schools – Lottery-based private school admission
- Fees structure & operations – how it has worked for home-based, hybrid-learning models
- Future development trends in China's international schools' market – Macro environment factors & various education market segments

Moderator: **Howard Stribbell**, School Supervisor, **The International School of Macao**, Co-Founder, **International Education Solutions (IES)**, China

Panelists: **Dr. Mark Reford**, Chief Executive Head of Schools, **Basis International Schools**, Shenzhen, China

Colby Hazouri, Vice President & Chief Academic Officer, **Blue Valley Education Group**, Guangzhou, China

Howard Tuckett, Founding Headmaster, **Wycombe Abbey School**, Hong Kong

15:00 Online Networking & Stretch Break

SUSTAINING THE COMMERCIAL GROWTH

15:30 Against all Odds: The Case of Opening the First International Campus Successfully Amidst COVID-19

- Case study of creating a new school partnership in the face of a global pandemic
- Snapshot on collaborative venture between Fettes College and Bright Scholar

- Challenges and successes opening Fettes College GZ amidst COVID-19
- Integrating the Chinese curriculum with elements of international teaching and learning
- Strategies in place to enable an effective distance learning strategy

Marco Longmore, Head of College,
Fettes College, Guangzhou

16:00 CREATING A BRAND-NEW SCHOOL Establishing a Balance between International Standards and Local Students' Needs

- The joy of establishing and designing a brand new school
- Constructing our curriculum at Wycombe Abbey School Hong Kong
- Our experience of achieving the optimum Chinese language curriculum provision
- Designing a balanced curriculum
- Preparing Hong Kong pupils for entry to UK Independent Schools

Howard Tuckett, Founding Headmaster,
Wycombe Abbey School, Hong Kong

16:30 CASE STUDY Arti School's Experience Tackling the Lottery System for Student Admissions

- Challenges related to the lottery-based enrolment system
- Strategic thinking behind
- How it differs from previous operating models in K-12 education
- Process of building brand reputation & a strong student foundation
- Honing marketing strategy for a competitive edge

Colby Hazouri, Vice President & Chief Academic Officer, **Blue Valley Education Group**, Guangzhou, China

17:00 How Should Schools Innovate Best Possible Education Delivery on Budget – A Discussion on Curriculum, Technology, Benchmarking Global Experiences & Measuring ROI

- Need to rethink & restructure school systems amidst 21st century stressors
- Juggling between local and global priorities
- Steps taken by schools to build learner capacities & meet the aforementioned challenges
- Resolve existing tensions between traditional classroom assessment & creativity

Bob Darwish, Director General,
Alcanta International College, Guangzhou, China

17:30 End of Day 1



DAY TWO: TUESDAY, 10 NOVEMBER 2020

13:00 Chairperson's Opening Remarks

Stefan Tueger, Director of Marketing, **Shrewsbury International School**, Hong Kong

WINNING MARKETING STRATEGIES

13:10 Adapting to New Realities in the Everchanging International Education Landscape

- Continuous changes in the landscape amidst post-COVID era challenges
- Adapting to local requirements, particularly parents' communication and students' recruitment
- Effective delivery of a pastoral support structure to nurture future-ready children

Dr. Oliver Kramer, Headmaster, **Zhejiang Ivy International Academy**, Hangzhou City, China

13:40 CASE STUDY

Engaging Internal Stakeholders for Better Alignment to Strategic Commercial Goals

- TEDA Global Academy's visioning & rebranding experience case study
- Engaging our full school community in refining the school's purpose
- Revamping visual brand identity to match new commercial purpose
- Cost-effective process for renewing message, image, and overall marketing ROI

Timothy Warren, Headmaster and Secondary Principal, **TEDA Global Academy**, Tianjin, China

14:10 MARKETING EXPERTS' ROUNDTABLE

What's More to Guanxi and Wèijī?

- How to impactfully market in China – Will your network suffice? How COVID-19 has changed role of marketing in China yet providing opportunities?
- Communicating trust, quality, perception, identity, and brand loyalty
- Why mastering market data matters for your schools' marketing success in China
- Digital marketing trends for international schools
- Data privacy & child protection in all communications

Moderator: **Stefan Tueger**, Director of Marketing, **Shrewsbury International School**, Hong Kong

Panelists: **Tina Chen**, Director of Admissions and Marketing, Government Liaison Officer, **Leman International School Chengdu**, China

Cathy Tan, Founding Director of Admissions, Marketing & Communications, **Lady Eleanor Holles International School Foshan**, China

Gary Xun Guo, Director of Admissions and Marketing, **Nord Anglia School Guangzhou**, China

15:00 Online Networking & Stretch Break

REALITIES OF RECRUITMENT, RETENTION & IMMIGRATION

15:30 Bilingual Schools Training & Development for Teachers

- Why provide training for both local & expat teachers in English and Chinese?
- How do we reward Expat teachers finishing HSK testing Levels 1 to 6

- Chinese Teachers achieving higher scores on the TOEFL and IELTS tests

Jeffrey Reed, Deputy Head of Bilingual School; Head of Science International School, **Nanwai King's College School Wuxi**, China

16:00 INDUSTRY PANEL

Managing Stranded Teachers at Overseas, Visa and Immigration Matters, & Demand Planning for Teachers

- Addressing the operational matters for teachers & students
- How visa issues are being managed & how will it be like beyond November 2020?
- Managing shortage of qualified teachers
- Renewed local & international staff recruitment strategies
- Assessing commercial impacts & meeting client's requirements
- How are we managing immigration requirement?

Moderator: **Rowan Bell**, Group Senior HR Director, **Wellington College**, China

Panelists: **Jeffrey Reed**, Deputy Head of Bilingual School; Head of Science International School, **Nanwai King's College School Wuxi**, China

Claire Berger, Director, **Quality Schools International Shenyang**, China

Arturo Ruelas, Founding Head of Schools, **Dongguan Tung Wah Wenzel International School**, Dongguan, China

17:00 End of Day 2



DAY THREE: WEDNESDAY, 11 NOVEMBER 2020

CHINA'S EDTECH MARKET POST COVID-19

13:00 How EdTech Tools and Techniques Are Evolving for More Engaging Distance Learning?

- How do we engage students without the structure and atmosphere of the physical class?
- Finding ways to distinguish classes from being 'just another video call' using some simple, low cost tools
- Understanding a few basic things about looking and sounding good on camera
- Using O.B.S., a free broadcasting app, to combine video with presentations, use multiple cameras, and share media in a way that is seamless and professional

Joint Presentation:

Benjamin James Simpson, High Tech Integrator, **International School of Nanshan** Shenzhen, Co-Founder & Director, **SteamHead.Space**, Resident Engineer, High Tech High, United States
Michael Shaw, Videographer & Branding Consultant, **SteamHead.Space**, United States

13:30 CASE STUDY

Innovation in Teaching & Learning in Virtual or Hybrid Schools

- 4 C's of 21st century Learning skills are (Communication, Collaboration, Creativity, Critical Thinking)
- Models of Blended Learning
- Perceived benefits of online learning
- Online learning solutions
- Breaking through to Blended Learning

Kevin Nelson Schooling, Principal, **China World Academy**, Suzhou City, China

14:00 BUILDING A TRADITION OF TRANSFORMATION

How to Meet the Future Today & Position Your School for Long-Term Success

- Education is to change the world as a changing world is to education
- Defining new business models that are Education 4.0 ready
- Designing a program to build the capacity of educators to transform the organization
- Cultivating your education ecosystem to create long-lasting and significant value for your school

Arturo Ruelas, Founding Head of Schools, **Dongguan Tung Wah Wenzel International School**, Dongguan, China

14:30 Core Computer Skills & EdTech in the Classroom

Robert Fryer, Head of IT & EdTech, **Wellington College**, Hangzhou, China

15:30 Online Networking & Stretch Break

16:00 PANEL DISCUSSION

Leveraging Technology for Better Learning Outcomes

- What technologies work best for young learners
- Challenges with technology adoption and adaption in schools
- Impact on pedagogy, assessments and learning outcomes
- Acknowledging & supporting socioemotional needs of faculty and students

Moderator: **Carrie Leung**, Former Director of Maker Ed, **SAIS Shenzhen American International School**, Director, **MakeFashion.Edu**, Co-Founder, **SteamHead Makerspace**, United States

Panellists: **Jade Kersey**, Principal, **Maple Leaf Educational Systems**, Dalian, China

Michael Urquhart, Head of School & Middle School, **ISA International Guangzhou**, Guangzhou, China

More panellists to be confirmed.

COMPETITIVE EDUCATION DELIVERY

17:00 Improving Students' Learning Outcomes for New Programmes

- Measuring technology and learning outcomes
- New learning styles to facilitate access to new programs
- Intensified framework and 'bridge' for students to have success in new programs with confidence
- Focus students and parents on the vision and outcomes of the new programs

Michael Urquhart, Head of School & Middle School, **ISA International Guangzhou**, Guangzhou, China

17:30 Beyond Exams and Results – Measuring Schools' Delivery and Specific Learning Outcomes

- Analyzing learning needs, technology and innovation requirements
- Increasing emphasis on technical and soft skills in the curriculum in creating future-ready workforce
- Addressing the diverse learning needs of students: Special needs' education, balancing personalized teaching with collaboration/project work, etc.
- How do students learn best and how can we better engage them in the learning process?
- How all above benefitting school's competitiveness?

Moderator: **Julian Jeffrey**, Master, **Wellington College International** Tianjin, China

Panellists: **Kevin Nelson Schooling**, Principal, **China World Academy**, Suzhou City, China

Bob Darwish, Director General, **Alcanta International College**, Guangzhou, China

Mark Jones, Director of Teaching and Learning, **Dulwich College Suzhou**, China

18:30 End of Day 3



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