



TARGETED EVENTS FOR SCHOOL BUSINESS MANAGERS

Radisson Blu Hotel, Manchester Airport | 1st February 2018
30 Euston Square, London | June 21st 2018

INTRODUCTION

In case you're not familiar with us, we are EdExec – a market leading education specialist. Since 2004 we have produced monthly publications, websites, events and other targeted information specifically for school business managers (SBMs), or those with business management responsibility in their school. Our publications have been market leading for more than fourteen years and, for the past seven years, we have hosted peer-led, school business management events. In 2018 we will host two such events, under the now familiar EdExec LIVE banner; one in London and a second in Manchester.

14 YEARS OF EDEXEC

7 YEARS OF EDEXEC LIVE

2 EVENTS ANNUALLY

EdExec LIVE is an independent conference and exhibition event developed exclusively for SBMs, bursars and finance directors in schools and academies. Our events – which attract upwards of 200 delegates – offer an interactive learning experience for attendees; one that is very different to other conferences in the education management arena. We focus on a targeted group of engaged delegates who make the purchasing decisions on behalf of their school, or cluster of schools, and have a need to build strategic partnerships with suppliers.

ABOUT THE DAY

STRATEGY
EdExec Live is very much a 'quality over quantity' event. We deliberately keep the event small scale and intimate – this promotes and encourages networking between suppliers and delegates. We only target decision makers and are extremely effective when it comes to generating real, tangible business leads for our exhibitor partners.

CONTENT
At EdExec LIVE content is key. The day includes a vast array of relevant information, advice and insight in the form of seminars and panel debates – covering subjects as diverse as asset management, insurance, funding and grants, bid writing, ICT solutions and leadership skills. The event offers fantastic development and networking opportunities for both the individual and the school.

SEMINARS
The day is made up of seminar sessions and networking opportunities alongside an intimate supplier exhibition. Sessions are a mixture of 30-minute 'quick-fixes', offering condensed learning on a specific topic, and 50-minute seminar sessions, offering more in-depth insight and discussion. Some sessions will be delivered by a single authority on the subject, while others are discussed by an expert panel, offering delegates the opportunity to hear several stand points and encouraging participation.

STRUCTURE
We facilitate networking opportunities throughout the day – refreshments, lunch and a drinks reception at the end of the day – all held in the main event space with our exhibitors. This is to promote networking and relationship building, giving EdExec LIVE exhibitors the maximum opportunity to engage with delegates.

VARIETY
We proactively seek to attract a mix of exhibitor partners to ensure our delegates have the best portfolio of suppliers to speak to. This also ensures that they are engaged with those exhibiting, who in turn get good traction and interaction from delegates throughout the course of the day.

WHO'S THERE?

30
The maximum NUMBER OF SUPPLIERS invited to the event

85%
The percentage of exhibitor partners RETURNING each year

200+
The number of DELEGATES expected

100%
The number of DECISION MAKERS expected

WHAT MAKES US DIFFERENT

OUR SIZE
The strategy for our event is small scale, intimate and relationship-driven. The format of our event is 'quality over quantity', meaning we target a smaller number of delegates, but ensure that they are very relevant and very engaged with the content and the exhibitor partners on the day.

A LIMITED NUMBER OF EXHIBITOR PARTNERS
In past years, in order to offer the best value for exhibitors, we imposed a strict limit of 25 exhibitor partners. However, delegate numbers have now grown sufficiently to justify increasing that number of exhibitors to 30. More than 85% of exhibitor partners return year-on-year, a lovely problem to have, but we are delighted we now have the opportunity for some new suppliers to be involved.

A SENIOR-LEVEL DECISION MAKER EVERY TIME
Many events cast their net wide and target 'individuals in schools' – this can be a teacher, a support worker, or even a student. While this helps event organisers increase delegate numbers, it is not valuable for the exhibitor. We specifically target purchasing decision-makers and those in charge of budgets: SBMs, finance directors and ICT managers.

OUR DELEGATES PAY TO ATTEND
Delegates literally buy into the day; so, you can be confident that those in attendance have shown a clear desire to be a part of our schedule.

WE OFFER DYNAMIC PACKAGES FOR OUR EXHIBITOR PARTNERS
We only have a maximum of 30 supplier stands on the day and, with around 200-250 SBM delegates, you can imagine that there's plenty of opportunity for contact and in-depth discussion with them. Among the 30 supplier partners, we have a limited number of sponsors. Our sponsorship packages include a broad range of benefits and offer fantastic below and above the line exposure. See our exhibitor packages for further details.

QUALITY OF CONTENT IS KING
We insist on high-quality seminar content every time. This is achieved through a mix of independent specialist and peer led sessions, as well as a limited number of sponsored sessions. A minimum of 70% non-sponsored sessions has built-up the reputation of the event and ensures the quality of content that keeps delegates learning and returning.

OUR STRONG RELATIONSHIPS & POSITION IN THE SECTOR
Our knowledge of the education sector – and specifically business management – is deep and detailed, which enables us to build the most compelling seminar timetable, covering the most pertinent topics. Further, our associations and relationships with some of the sector's leading experts benefits speakers, contributors and exhibitors on the day – this makes our job of enticing delegates to attend an easy one!

AND FINALLY...

EDUCATION EXECUTIVE AND THE EDEXEC BRAND
Our associated monthly publication – that goes out to more than 15,400 SBMs monthly – means our exhibitor partners benefit from much more than exposure from the event.

We run marketing in the publication and across our digital platforms in the lead up to, and following, EdExec LIVE. This is exposure that all exhibitors benefit from and many of our packages offer enhanced exposure via these platforms.

Post event we have a dedicated web area – available only to delegates and friends of delegates – that hosts lots of information from the day that they can share with their colleagues. For example:

- Presentation material from the day's seminar
- Resources exhibitors want to make available to delegates
- Any special offers or promotions, free trials, competitions, etc.
- You can also pay to link back to a case study, or your web site, etc.

This really helps support sales after events, as it allows delegate to easily access information that they can then share with their senior leadership team or with their SBM colleagues via their federations or clusters.



FREQUENTLY ASKED QUESTIONS

HOW MANY EVENTS ARE THERE?
We run two events a year, one in Manchester and one in London. Both are national events, so schools from across the country are invited, but the location does tend to influence the demographic to an extent.

HOW MANY DELEGATES DO YOU EXPECT TO ATTEND?
In 2017, each EdExec LIVE events attracted over 200 school business managers. Early delegate booking indications suggest that numbers will grow in 2018.

OF THE DELEGATES ATTENDING WHAT PROPORTION WOULD YOU BELIEVE TO BE DECISION MAKERS?
We only accept delegate applications from decision makers. More than 95% are SBMs, with a small number of headteachers making up the remaining numbers.

HOW MANY SCHOOLS ARE DUE TO BE REPRESENTED AT THE EVENT?
It is unusual to get more than one attendee from each school, therefore we expect around 200 schools to be represented. In addition, many of our delegates represent regional SBM groups, formal and informal clusters. Consequently the message is taken away is widely spread.

WHAT IS THE SPLIT BETWEEN PRIMARY AND SECONDARY SCHOOLS?
Based on previous years, the split is usually around 50:50 and includes a mix of academies and non-converted schools. Usually, of the total number of represented establishments, the proportion of schools yet to convert is higher than that of academies.

IS THIS A NATIONAL EVENT OR IS IT REGIONAL?
For five years EdExec LIVE was a national event hosted in London. However, in 2015 we launched a second date in Manchester. Due to its success, and the large number of new delegates that attended in Manchester, we are now running two events every year; London in June, Manchester in January.

WHY DO YOU HAVE A NORTHERN BASED VERSION OF OUR EVENT?
Because lots of schools can't afford the travel costs to travel to London. EdExec LIVE Manchester offers those schools access to the valuable event content without the prohibitive cost of travelling to London.

GET IN TOUCH
If you like what you see, we have a number of event packages available, so please get in touch with us.

Visit the dedicated event website
www.edexeclive.co.uk

Speak to the team
To secure a sponsorship or exhibitor opportunity, or to get more details, please contact:

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