



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



**MICHAEL URQUHART**  
Head of School & Middle School  
ISA International Guangzhou,  
Guangzhou, China



**SAM FRASER**  
Head of Asia Research  
ISC Research, Singapore



**MARIA ENGLISH**  
Director of Admissions and  
Marketing, Dulwich College  
Suzhou, China



**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



**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



**ROWAN BELL**  
Group Senior HR Director,  
Wellington College China



**BOB DARWISH**  
Director General  
Alcanta International College,  
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**TIMOTHY WARREN**  
Headmaster and Secondary  
Principal TEDA Global Academy,  
Tianjin, China



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



**DR ERICA SMELTZER**  
Executive Head of School,  
BASIS International School  
Shenzhen, China



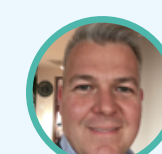
**KEVIN NELSON SCHOOLING**  
Principal  
China World Academy, Suzhou  
City, China



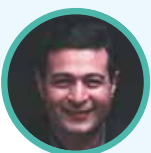
**JADE KERSEY**  
Principal  
Maple Leaf Educational  
Systems, Dalian, China



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



**PAUL SHELLEY**  
Head of Technology, Harrow  
International School Beijing,  
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**ARTURO RUELAS**  
Founding Head of Schools  
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International School,  
Dongguan, China



**HOWARD TUCKETT**  
Founding Headmaster  
Wycombe Abbey School Hong  
Kong



**STEFAN TUEGER**  
Director of Marketing,  
Shrewsbury International School,  
Hong Kong



**MARK JONES**  
Director of Teaching and  
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Suzhou, China



**CLAIRE BERGER**  
Director  
Quality Schools International  
Shenyang, China



**MARCO LONGMORE**  
Head of College  
Fettes College Guangzhou



**MICHAEL SHAW**  
Videographer & Branding  
Consultant  
SteamHead.Space, United States



**GARY XUN GUO**  
Director of Admissions and  
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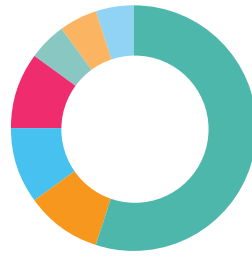
# INTERNATIONAL & BILINGUAL SCHOOLS CHINA GOES VIRTUAL

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.

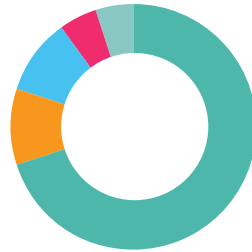
## WHO YOU WILL MEET:

- 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

**Maria English**, Director of Admissions and Marketing, **Dulwich College Suzhou**, China

## 15:10 Online Networking & Stretch Break

### REALITIES OF RECRUITMENT, RETENTION & IMMIGRATION

## 15:40 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

## 16:10 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 PANEL DISCUSSION

#### Leveraging Technology for Better Learning Outcomes

- What technologies work best for young learners
- Challenges with technology adoption and adaptation 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

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

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

**Paul Shelley**, Head of Technology, **Harrow International School**  
**Dr. Erica Smeltzer**, Executive Head of School, **BASIS International School Shenzhen**, China

### 15:30 Online Networking & Stretch Break

## COMPETITIVE EDUCATION DELIVERY

### 16:00 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

### 16:30 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

Panelists: **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

### 17:30 End of Day 3



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