



*Excellence in Education*

The Independent Association  
of Prep Schools

# IAPS Annual Conference 2021

22 to 24 September

Exhibition & Sponsorship  
Pre-event information



#IAPSConf21

**Bournemouth International Centre**



**Wednesday 22 – Friday 24  
September 2021**

**BIC, Bournemouth**

Bournemouth International Centre,  
Exeter Road, Bournemouth, BH2 5BH

## **Emerging with ambition**

I am pleased to offer you the opportunity to join us at the **Independent Association of Prep Schools Annual Conference**, to be held at the **Bournemouth International Conference Centre**; an award-winning venue, situated at the town's centre. This three-day event will be the **largest gathering of prep school heads**, when approximately 400 heads are expected to attend. Participants from UK prep schools, as well as overseas schools, will come together to network, learn and debate the major issues and challenges facing the sector. The exhibition will run concurrently with the conference, beginning on Wednesday morning and continuing for the following two days. Throughout the conference delegate refreshments and catering facilities will be available in the exhibition area. There are ample opportunities to engage with prospective and existing customers.

**55 spaces are available.** The exhibition will be held in the **Windsor Hall** with the main auditorium being the Solent Hall.

**Sponsorship opportunities** will provide great exposure in the lead up to conference as well as during the event. These opportunities could be taken up in association with an exhibition stand booking or independently.

Exhibitors and sponsors play an important role in our conference and in appreciation of your support we widely recognise your contribution in our programme, online and during the event. Please do get in touch – I look forward to hearing from you!

**Helen Wycherley**  
**Exhibition and sponsorship co-ordinator**      **[hlw@iaps.uk](mailto:hlw@iaps.uk)**

## Programme: Wednesday 22 September

1000 onwards	Registration, refreshments and <b>exhibition</b>	SPONSORSHIP OPPORTUNITY
1115	New members' welcome	SPONSORSHIP OPPORTUNITY
1200	Lunch and <b>exhibition</b>	ASK THE EXPERT CLINICS
1300	Emerging with ambition	
1305	Vice Chairman's address	
1320	Inflating balloons of self-belief - <i>James Shone</i>	SPONSORSHIP OPPORTUNITY
1410	IAPS update and state of the nation – <i>Christopher King</i>	
1430	Tea and <b>exhibition</b>	ASK THE EXPERT CLINICS
1515	Leading in turbulent times: the challenges and opportunities – <i>Baroness Helena Morrissey, DBE</i>	SPONSORSHIP OPPORTUNITY
1605	Home issues	
1700	Council photo	
1715	District time	
2000	Evening at own leisure	

## Programme: Thursday 23 September

0815	Morning prayers, coffee and <b>exhibition</b>	SPONSORSHIP OPPORTUNITY
0845	AGM	
0935	Remarkable leadership: give yourself the permission to be courageous – <i>Diana Osagie</i>	SPONSORSHIP OPPORTUNITY
1035	Subject seminar sessions	
	1) The sixteen group: risk and reward – <i>Duncan Murphy</i>	
	2) Computing, online safety and education technology – <i>Dave Presky</i>	
	3) Pre-prep and early years: roots to grow and wings to fly – <i>Katie Paynter</i>	
	4) Achieving an 'excellent' learning success department - <i>Claire Wellington Smith</i>	
1115	Coffee and <b>exhibition</b>	SPONSORSHIP OPPORTUNITY

- 1200 Seminar session 1
- A) What does ISEB stand for? – Durell Barnes and Julia Martin, ISEB
  - B) Prep boarding update – Robin Fletcher, BSA
  - C) Strategic opportunities: mergers, acquisitions and sales – Kate Hickey, Harrison Clark Rickerbys
  - D) Beyond the classroom (benefits, barriers and best practice) – Andy Carley, School Outdoor Learning
  - E) Inspections: now and the future – ISI
  - F) Developing coaching cultures in schools – Julie Keyes, Educational Consultant
  - G) Providing opportunities for excellence: fulfilling the potential of ‘children in care’ through bursaries – John Towers
  - H) Schools together – Christina Astin

1240	Lunch and exhibition	
1345	Beyond the book: leading in times of change - Clarissa Farr	SPONSORSHIP OPPORTUNITY
1450	Seminar session 2	
1530	Tea and exhibition	SPONSORSHIP OPPORTUNITY
1615	Staff, pupil resilience and mental health across IAPS schools – Dr Kathy Weston	
1915	Drinks reception and conference dinner After-dinner entertainment: The Queen’s Six	SPONSORSHIP OPPORTUNITY SPONSORSHIP OPPORTUNITY

## Programme: Friday 24 September

0830	Morning prayers, coffee and exhibition	SPONSORSHIP OPPORTUNITY
0900	Nigel Owens, MBE	SPONSORSHIP OPPORTUNITY
0950	The mirror and the telescope: what might our post-Covid educational landscape look like? – Geoff Barton	SPONSORSHIP OPPORTUNITY
1045	Coffee and exhibition	SPONSORSHIP OPPORTUNITY
1125	The new playbook for leaders – David Marquet	SPONSORSHIP OPPORTUNITY
1215	The future of learning and the future of assessment - Professor Bill Lucas	SPONSORSHIP OPPORTUNITY
1305	Chairman closes conference	
1315	Lunch and depart	SPONSORSHIP OPPORTUNITY

### Exhibition breakdown from 1400

## How do I book exhibition space?

You are invited to apply for stand space in the Windsor Hall on the ground floor at the BIC (on a first-come, first-served basis). Please note: this is not a shell scheme exhibition. The cost of space has been divided into three tiers (A-C) based on size of area and location. **PP\*** spaces are not for sale as they have been reserved for IAPS Premier Partners. All refreshments and lunches for delegates will be served in the exhibition area.

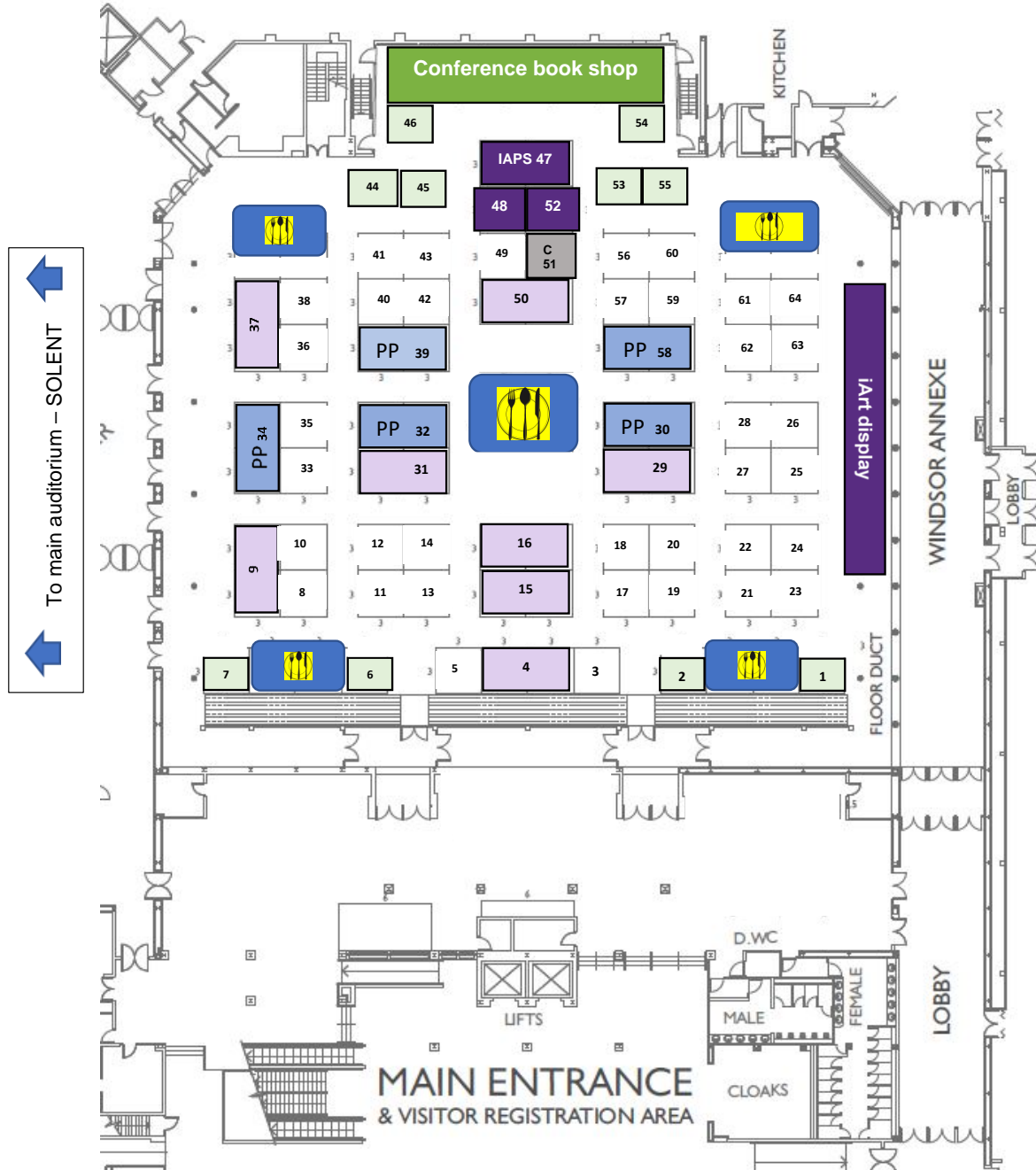
Stand Package	A	B	C	PP*	Charity Stand
Available	8	37	10	n/a	1
Stand space (max height for all 2.6M)	6m x 3m	3m x 3m	2m x 2m	6m x 3m	3m x 3m
Number of representatives (lunch & refreshments included)	2*	2*	2*	3	2*
Number of tickets included for the Conference Dinner (includes Drinks Reception)	2**	0***	0***	3	0***
Power to stand (one socket)	✓	✓	✓	✓	✓
Wi-Fi access for browsing	✓	✓	✓	✓	✓
Listing on Conference App	✓	✓	✓	✓	✓
Listing in Conference brochure (online)	✓	✓	✓	✓	✓
Logo on loop playing on large screen in auditorium	✓	✓	✓	✓	✓
Logo & link from the IAPS website	✓	✓	✓	✓	✓
Delegate list emailed ahead of Conference	✓	✓	✓	✓	✓

\* Option to purchase 1 additional ticket (Package A, B, C & Charity)

\*\* Option to purchase 1 additional ticket (Package A)

\*\*\* Option to purchase a max of 2 tickets (Package B, C & Charity)

## EXHIBITION - WINDSOR HALL



**Exhibition (space only, not shell scheme)** – all have access to one electricity socket

- IAPS**      **IAPS Sport, iTrust, iLearning, IAPS Art competition display boards**
- 2m x 2m** (10 available)
- 3m x 3m** (37 available)      Prices available on request
- 3m x 6m** (8 available)
- PP**      **IAPS premier partners**
- C**      **Charity stand**

**All refreshments and lunches served in the Windsor Hall**

**NB:** plan for illustration purposes - not to scale

## “Ask the expert” clinics

*(Fifteen minutes per session during Wednesday’s refreshment/lunch breaks)*

We are delighted to offer a **further opportunity for you to build on the exposure your company** receives as an exhibitor. Use this time to showcase presentations, products or new developments. Supporters receive recognition in the online programme and on the conference App, plus one ‘callout’ that IAPS will send via the App to all delegates prior to each refreshment break. We will alert delegates that these clinics are available, but we will not take bookings for them. **There are 8 fifteen-minute clinics available\***, offered on a **first come, first served basis**. They will take place in meeting rooms on the ground floor (**Branksome, Meyrick, Durley and Westbourne**) close to the exhibition hall\*\*. *(NB: if you wish you hire a laptop and screen, this will incur additional costs to you).*

**Price available on request** (A=morning session, B= afternoon session)



*(\*supporters may purchase a maximum of 2 sessions)*

*(\*\*IAPS will not take bookings for these clinics and, therefore, cannot guarantee attendance, although audience numbers per session will be capped at 20 to ensure sufficient engagement in the exhibition hall)*

## Sponsorship opportunities

Sponsoring the IAPS Annual Conference is an excellent way to enhance your presence at conference and increase your brand recognition on a wider scale beyond conference. In return, IAPS offers a very generous package. If the idea of sponsorship appeals to you, I would be delighted to hear from you - please contact me to discuss.

**Please consider the following options and check the table for the relevant sponsorship package (prices available on request):**

### **A Conference App**

An exclusive opportunity and the most visible and effective way for all delegates to connect with your brand, particularly as we will not be producing a hard copy conference brochure for this event. Also includes an embedded company video on home page.

### **B Conference audio/visual aids**

An exclusive opportunity to sponsor AV for the main conference room and breakout sessions. Your logo and thanks will appear on screen before the sessions begin, in conference brochure and a banner ad on the app.

### **C Drinks reception: Thursday 23 September**

Preceding the conference dinner, a drinks reception will be held in the Purbeck Lounge and will attract up to 500 guests. Acknowledged in conference brochure, thanks during the evening and logo on menu on all tables.

### **D Conference dinner wine: Thursday 23 September**

Conference dinner, a black-tie event, will be held in the Purbeck Hall - a spectacular space for the gala dinner. Sponsor the wine on tables during conference dinner. Acknowledged in conference brochure, thanks during the evening and logo on menu on all tables.

### **E Conference dinner entertainment: Thursday 23 September**

The after-dinner entertainment will be provided by [The Queen's Six](#). Acknowledged in conference brochure, thanks during the evening and logo on menu on all tables.

### **F Conference dinner table decoration: Thursday 23 September**

Floral decorations for dinner tables in the Purbeck Hall. Acknowledged in conference brochure, thanks during the evening and logo on menu on all tables.

### **G Keynote speakers – see page 11: Wednesday, Thursday, Friday**

Acknowledgement in the brochure and on the app. Thanks before speaker introduced and logo on full screen in the auditorium. Please see page 11 for details of speakers' sessions.

### **H New members' welcome: Wednesday 22 September**

IAPS offers all new members (approx. 40) an opportunity to come together for separate refreshments. Display your banners and leaflets in this room as well as branded signage outside the room. Acknowledgement in programme.



**I Refreshment breaks: Wednesday 22 September**

Sponsorship of one or more of the refreshment breaks – all served in exhibition area. Thanks and logo on full screen in auditorium before break.

- 1000
- 1200
- 1435

**J Refreshment breaks: Thursday 23 September**

Sponsorship of one or more of the refreshment breaks/lunch - all served in exhibition area. Thanks and logo on full screen in auditorium before break.

- 1115
- 1240
- 1530

**K Refreshment breaks: Friday 24 September**

Sponsorship of the refreshment break or lunch served in the exhibition area. Thanks and logo on full screen in auditorium before break.

- 1040
- 1315

**L Floral displays for conference stage**

Two floral arrangements to decorate either end of the main stage where all plenary sessions take place.

**M Internal advertising**

Various opportunities available to advertise at the venue – price on request.

**N External advertising**

Exclusive opportunity to advertise in front of the venue (to include IAPS branding) – price on request.

**O Branded merchandise**

Place your logo alongside the IAPS logo on branded items, to be handed to each delegate at the registration desk. Sponsor to source and supply. Ideas include:

- Name badge package (*badges, A6 size perspex badge holders, lanyards*)
- Mini programme – A6 size insert for name badges
- Conference bags
- Notepads
- Travel mugs

**Other sponsorship ideas?** Please get in touch and we can discuss - thank you.

## Keynote speakers' sessions

We would welcome a contribution per keynote speaker and in return your company name will appear alongside the speaker in the programme (on the website, in the brochure and on the App). Your company logo will appear on the full screen in the auditorium as the speaker is introduced and you will also receive thanks in the introduction.

### The mirror and the telescope: what might our post-Covid educational landscape look like?

- **Geoff Barton, General Secretary of the Association of School and College Leaders**

The mirror: what has Covid shown us about our education system as it is, both its strengths and weaknesses? The telescope: and what therefore could and should we do differently in the future, in order to make UK education genuinely world class?

### Beyond the book: leading in times of change

- **Clarissa Farr, Education Consultant**

Drawing on her book *The Making of Us: Why School Matters*, Clarissa will talk about some of the challenges of leading today's schools. Whether you enjoyed school yourself or are still traumatised by memories of semolina, come prepared to access your own formative memories and take a step back to see how the leader you are today has been shaped. And then, imagine the leader you will be tomorrow.

### The future of learning and the future of assessment

- **Professor Bill Lucas, Director of the Centre for Real-World Learning and Professor of Learning at the University of Winchester**

The interruption to schooling caused by the pandemic has enabled us to stop and think about what we are doing in schools. What do we want to keep? What do we want to change? And what should we stop doing to make sure we are offering the most ambitious version of schooling possible? In his speech Bill makes a powerful case for a more expansive education than is now offered in most schools and one which does not simply end with a clutch of grades or marks. He urges all schools to be more ambitious in their choice of curriculum, pedagogy and assessment.

### Remarkable leadership - give yourself the permission to be courageous

- **Diana Osagie, founder, Courageous Leadership & The Academy of Women's Leadership**

Following the winter in our profession that lasted a whole year, leaders need to be intentional with the stance of courage as we continue to forge our new normal. Society depends on the resilience and tenacity of our education system. School leaders are the architects of an education experience that enables young lives to thrive. We are remarkable leaders - it's time to move into new levels of courage and become intentional with what seems impossible! *It always seems impossible until it's done, Nelson Mandela*

### Leading in turbulent times: the challenges and opportunities

- **Baroness Helena Morrissey, DBE**

Helena has successfully led both companies and campaigns over many years and through many setbacks. She is also the mother of nine (all of whom have attended independent prep schools, both day and boarding) and a Fellow (governor) at Eton. She has therefore seen up close the difficulties heads face in grappling with the many implications of the pandemic alongside unclear or frequent changes in government policy. In her talk, she will discuss ways to restore personal energy and rebuild resilience as we emerge from Covid-19, along with the real opportunity to seize this moment for a new level of leadership in the sector.

### **The new playbook for leaders**

- **David Marquet, retired United States Navy captain and bestselling author of *Turn the Ship Around and Leadership is Language***

Why do we organise the way we do? Why do we run meetings the way we do? Why do we use the words we use when communicating and asking questions? In today's work environment, we want every team member to be a thinker and a doer. This makes industrial age language obsolete. Instead of running industrial age plays better, we need to cast them aside for a new playbook. Based on the WSJ Bestseller *Leadership is Language*, David explores the origins of our language at work, how it was shaped by the industrial age and the language we want to use in its place.

### **Inflating balloons of self-belief**

- **James Shone, founder of the *Charity I Can & I Am***

James's presentation seeks to remind us of the vital role staff play in the world of young people today and that we're not teaching academic robots but human beings with potential. He adds the vital component of staff wellbeing and how to look after ourselves in order to be better at looking after others. James's relevant, challenging and amusing talk starts with a look at his own personal setbacks and then takes a look at life in education today with advice on how to best navigate the challenges that might be faced.

### **Staff, pupil resilience and mental health across IAPS schools**

- **Dr Kathy Weston, *Founder Tooled Up Education***

In this talk, Dr Weston will deliver the findings of the one of the most comprehensive staff surveys that IAPS has ever undertaken. The survey was circulated to every IAPS school earlier in the year. It explored both the wellbeing of staff as well as their perceptions around the mental health needs and levels of resilience in pupils. It identified perceived gaps in staff knowledge or training. In addition to sharing the findings with attendees, Dr Weston will place the findings in a wider context of pupil mental health nationally and share practical, evidence-based steps that schools can take to empower staff, pupils and sustain good mental health across their school communities.

- **Nigel Owens, MBE**

Record-holding international referee, Nigel Owens is a key figure of Rugby Union and has been presiding over matches since 1987. The calm amongst the chaos of the game, Nigel's ability to make effective decisions and perform under pressure has seen him lead an impressive career, and as a speaker, he now translates these skills to the boardroom. Nigel's influence doesn't stop on the pitch as he is also recognised for his contributions to LGBT+ and mental health advocacy, having been one of the first in the male-dominated sport's history to come out as openly gay. With such an extensive career and public reach, Nigel is perfectly placed as a diversity keynote speaker. Whether he is discussing his career on the pitch or harrowing journey with mental health, Nigel captivates audiences of all demographics.

SPONSORSHIP PACKAGE (see pages 9 and 10 for more details)	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	App	AV	Recep	Wine	Queens Six	Table Decs	Speaker	New Member	Refresh break	Refresh break	Refresh break	Stage Display	Int Ad	Ext Ad	Merch
Exclusive sponsorship: interactive profile on App homepage	Y														
Logo & profile entry on App	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Logo & link from IAPS website	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
IAPS <i>Headlines</i> : logo on October edition to all IAPS members	Y														
Logo on loop playing on large screen in auditorium	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Conference dinner: 1 free place ( <i>includes 1 place at reception</i> )	Y*	Y*	Y	Y	Y	Y									
Conference dinner: option to buy 1 extra place ( <i>includes 1 place at reception</i> )	Y*	Y*	Y	Y	Y	Y	Y								
Branded menus at conference dinner			Y	Y	Y	Y									
Display rollup banners next to catering stations									Y	Y	Y				
Display banners at new members' welcome								Y							
Logo on delegates' joining information	Y														
Logo on screen in auditorium before all refreshment breaks								Y	Y	Y	Y				
Logo on screen in auditorium before speaker introduced							Y								
Free full-page advert in <i>pdf</i> brochure	Y	Y													
Listing in <i>pdf</i> brochure	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
PRICES AVAILABLE ON REQUEST															**

\* (2 free places at conference dinner) \*\* (sponsor to source and supply)

# IAPS ANNUAL CONFERENCE 2021

## Exhibition and Sponsorship



### Advertising opportunities

Space will be available for adverts in a *pdf* version of the conference brochure (A4 size). This will be **emailed to every delegate in their joining information**, approximately three weeks ahead of conference.

- Full page advert                    £700
- Half page advert                    £400

I hope that you will be interested in the options available for this year's conference.

To summarise:

- Exhibition

Applications are accepted on a first come, first served basis and will be dealt with in strict order of receipt.

*Bookings close on Friday 28 May*

- Clinics

There are 8 opportunities available during the programme, accepted on a first come, first served basis.

*Bookings close on Friday 28 May*

- Sponsorship

Please have a look at the various sponsorship opportunities with generous packages.

*Bookings close on Monday 2 August*

- Advertising

Full page (A4) or half page options are available in the online conference brochure.

*Bookings close on Monday 2 August*

If you would like more information regarding any aspect of the exhibition, clinics, sponsorship or advertising opportunities, please do get in touch and I will be happy to help.

Helen Wycherley  
Exhibition and sponsorship co-ordinator    [hlw@iaps.uk](mailto:hlw@iaps.uk)

01926 461507 - direct  
01926 887833 - office (Part-time: 9am – 1pm Monday to Friday)

Thank you for reading this document  
and please don't hesitate to contact  
me for more information.

I look forward to working with you.



See you in Bournemouth!



The Independent Association  
of Prep Schools

*For more information about Annual  
Conference 2021 exhibition and sponsorship*

Contact Helen Wycherley, Exhibition & sponsorship co-ordinator

Email: [hlw@iaps.uk](mailto:hlw@iaps.uk)

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