

For every child, for every school, for the future of our region.



Become a
Schools North East
**Commercial
Supporter**

Be part of the **solution**

Engage with 1,300 schools

9 major conferences.
23 single-issue events.
3,000 + North East school leaders.

It's time to get involved.

Last year was another record year for the Schools North East events programme with 3,150 school leaders and staff engaging with it; we supported a phenomenal 60% of North East schools. This provides a perfect platform for your company to engage with the region's Head Teachers, Chairs, Governors, senior leaders, Heads of Department, frontline teachers and School Business Managers.

As a Commercial Supporter you'll get the opportunity to exhibit at our sell out events - and with a discount of at least 20%.

From our conferences to single-issue events, to webinar programmes and speaker opportunities, there are so many reasons for your organisation to become a Schools North East Commercial Supporter.

It's time to join up.

During 2017-18, Schools North East once again, driven by demand from our schools, significantly expanded the size and range of our events programme holding the following major annual conferences:

- The Annual Summit (Leadership)
- Chairs of School Governance (Governance)
- FutureReady (Careers)
- Northern Governance (Governance)
- Academies Conference (Academies and Multi Academy Trust)
- Healthy MindED (Mental Health)
- What Works? Effectively implementing literacy in your school (Evidence-Based Education)
- The School Business Management Conference (School Business Managers).

Summit 2018 sold out with over 500 delegates in attendance and a substantial waiting list



What is Schools North East?

Schools North East is a movement for change giving a voice to North East schools in the national debate. We represent the views of all 1,200 schools in the North East. Schools North East is the first, and only, regional schools-led network in the UK and a registered charity.

This academic year got off to a great start with well over 400 delegates attending our Ofsted update event in September and our annual Summit in October selling out, at 500 delegates, 4 weeks before the event, with a waiting list for both delegates and exhibition stands. In the last academic year we held 9 major conferences and 13 single-issue events as well as launching the Schools North East webinar programme. Our reach continues to grow year on year with over 3,000 school leaders engaging with us in 2017/18. This year we are developing our Evidence Based Education programme building up to a 2 day Northern Celebration of Education in July, a festival-style event that will celebrate the brightest and best practices in education, and we're launching two brand new virtual communities designed to enable SBMs and school leaders to work more closely together.



We asked a representative sample of our Commercial Supporters for feedback on what Schools North East means to them. The overwhelming response was that they see Schools North East as a **gateway to North East schools**, enabling them to engage with provider organisations for the **mutual benefit of all**.

We're a movement for change

In 2007, a group of Head Teachers came together to establish Schools North East. Set up by schools for schools, we are the first and only school-led regional network in the United Kingdom.

As a charity, we are independent, but not neutral. We campaign to improve conditions for North East schools engaging with partners across all sectors. Innovation is at our core. We seek fresh solutions to the challenges of the present to shape our future, and have a strong social purpose. Our integrity underpins all of our work.

Schools' engagement and input drives everything that we do. Together we are the definitive, apolitical voice of North East schools, influencing the shape of regional and national policy to deliver on North East schools' vision for our young people.

"Schools North East is acting as a catalyst for change and a forum for constructive discussion."
Amanda Spielman

Our Board of 28 Head Teachers is elected by their peers to represent each of the local Head Teacher associations in the North East's Primary, Secondary, Special, and Independent sectors. Schools North East is also steered by a 'Council' of School Business Managers drawn from every area, phase and type of school in the North East.

Commercial Supporters are a vital part of what we do - **let's change the game together.**



What is a Commercial Supporter?

The Commercial Supporter Scheme has been designed for organisations who want to provide advice, goods, or services to our schools. Due to the many and diverse pressures on our school leaders' time, they are a notoriously difficult clientele to reach through conventional channels.

Becoming a Commercial Supporter offers a unique opportunity for you to connect with large numbers of educational decision makers in the North East. It provides you with a great opportunity to build your profile, gain invaluable market intelligence, showcase your successes, and most importantly, support the North East's schools and young people.



What our Commercial Supporters said:

"We greatly value our long-standing relationship with Schools North East, who we have supported and sponsored since their inception. It is an organisation that has grown rapidly and the Schools North East team are always on hand to help develop opportunities and give school management team's valuable support, when they need it. We have found their conferences and events invaluable.

Andrea Gibson,

Director of Business Development, Muckle LLP

"hdc attended our first Schools NorthEast School Business Managers Conference this year. From an exhibitor's point of view, Schools North East were excellent. From sign up through to the event itself, the advice, help and information given was first class. On the day, the level of engagement from delegates was fantastic and the friendly atmosphere within the exhibition area was tangible."

Derek Young

Sales Director, hdc

"Wesleyan are delighted to have been a commercial supporter of Schools North East for several years. One rewarding aspect of our relationship is the opportunity to attend numerous and varied conferences and events offered by Schools North East. The thought and consideration given to their conference content, themes and organisation is reflected in the attendance, enthusiasm and engagement of the delegates. This, along with the excellent support and organisation from the Schools North East events team provide a great opportunity for Wesleyan's North East team of consultants to continue to build strong relationships with their local schools."

Jamie McPhillips

North East Area Manager, Wesleyan

Our members

The Schools North East network consists of all schools in the North East. Regardless of size, phase, academy status or any other variable. There are just two boxes to tick to be included in our network... you simply have to be a school and be located in the North East

We are the voice of North East schools in Westminster and act as a champion for excellent education in our region

Head Teachers

Our primary contact for the school is the Head Teacher. Schools North East was founded on the local Head Teacher Associations of the North East and exists to support them and increase their reach and influence. The majority of our events are aimed at Heads and other strategic senior staff within schools. Our 28 strong Advisory Board of Head Teachers provides us with governance, direction and support.

School Business Managers

With schools' operations becoming increasingly business-like, never has the role of the School Business Manager been more important. Schools North East has a School Business Manager Council to complement our existing Head Teacher Advisory Board. The Council is comprised of SBMs from across the different sub-areas of the North East, to build upon and support the existing local SBM networks, and provide a platform for all SBMs in every type and phase of school in the region.

Governors

Outstanding leadership has long been identified as key to driving standards within schools and increasing attainment levels across the region. At the core of leadership is the relationship between school leaders and their governing bodies. As the education sector becomes more fragmented, it is vital that Governors are accurately informed of developments to enable them to make the correct strategic decisions. Schools North East holds a number of events specifically for Governors providing them with the support they need.

What's happening this year

The **Schools North East** events calendar for 2018/19 will continue to feature our established events and we will also be launching some new events including more aimed at School Governors. As a Commercial Supporter, you will receive priority invites and advanced notice of our events. You are also entitled to at least a 20% discount on any sponsorship options.

Chairs of Governance Conferences and Annual Governance Conference 5th/6th December 2018 and March 2019

Following on from the success of the Chairs of Governance Conference last year, we will be holding two conferences in December (one in the North and one in the South of the region) and one in March designed to support Governors by ensuring they are kept up to date on the latest policies and procedures.

Evidence Based Education (single events and webinars throughout the year, building up to our Celebration of Education in July)

A programme of events based on Evidence-Based Education aimed at ALL levels in school, for anyone interested in practice, impact, value for money, accountability and research.

Academies Conference 31st January 2019

Held for the first time last year, the Academies Conference was highly successful and this year we will be joined by key note speaker, Lord Agnew. The Exhibition sold out in 3 days, solely to Commercial Supporters.

Patrons Dinner 21st March 2019

We will be hosting our exclusive black-tie dinner in honour of our Patron Lord Puttnam, for over 300 Head Teachers, educationalists, and business people. Commercial Supporters will receive the exclusive opportunity to host a table at the event.

Healthy MindED 3rd May 2019

Schools North East has launched the country's only schools-led Mental Health Commission, working with schools to tackle the alarming decline in child mental wellbeing. This conference will inform the work of the Commission and will share good practice taking place across the region.

School Business Manager Annual Conference 13th June 2019

This is the biggest event of its kind in the country. Aimed at SBMs, Administrators, Finance Staff, Head Teachers and all staff involved in the day-to-day running of their school. With over 300 delegates, exhibition stands at this conference have sold out every year.

Celebration of Education 11th/12th July 2019

The summer of 2019 will see our first Northern Celebration of Education held over two days. Think festival atmosphere, thinking space, debate, research-informed new practice, and connecting teachers with peers from schools across the North.

Schools North East Summit 10th October 2019

Our flagship leadership conference bringing almost 500 school leaders together to discuss the issues that will shape education in the region now and in the coming years. Past speakers include the Secretary of State for Education and Her Majesty's Chief Inspector.

Commercial Supporters will have the first opportunity to sponsor single events, webinars and projects throughout the year. This year we will also be launching two Schools North East Virtual Communities with opportunities for Commercial Supporters.

The Marketplace

After extensive market research with our Head Teachers, SBMs and Governors, it was agreed that a space was needed where they could view relevant services for their schools.

In our Marketplace we showcase what is available from all of our Commercial Supporters.

As a Commercial Supporter you will gain access to your own account to create a profile, upload case studies, testimonials, photos and video clips. You can also advertise your events via our 'clash diary.'

The screenshot shows the 'Marketplace' section of the website. At the top left is the word 'Marketplace' in a large blue font. To its right is an orange button that says 'GET INVOLVED & LIST YOUR BUSINESS'. Below this is a heading 'Searching for school services? Use the Marketplace to aid your decisions...' followed by a paragraph explaining that the marketplace showcases services from organisations supporting the region's schools through SCHOOLS NorthEast. A search bar is visible with a dropdown menu set to 'All Categories', a text input field for 'I'm Looking For...', and a 'Search' button. A small disclaimer at the bottom reads: '*Please note use of this directory is governed by terms and conditions'.

VENUE FINDER

The Schools North East Venue Finder lists venues from across the North East which are available for hire.

As a Commercial Supporter you can add any rooms/ spaces you have available for schools to use.

Your entry will appear as a searchable listing on our website, with a thumbnail picture of your venue as well as:

- details of IT facilities
- location map
- contact details
- room description and capacity
- available refreshments
- room hire charges

The screenshot shows a detailed listing for 'Boldon School'. The title 'Boldon School' is in a large blue font. Below it is a paragraph describing the 'Green Room' facilities, including a board room table, seats, coffee facilities, and a theatre with 200 seats. A section titled 'AVAILABLE ROOMS' lists 'Green Room' with details on capacity (20-30), availability (from 8:00am), IT facilities, beverages, and room hire charges (£21 per hour after 6:30pm). Below this is a section for 'Theatre' with details on availability, IT facilities, beverages, and room hire. To the right is a thumbnail image of the school building. Further right is a 'CONTACT INFORMATION' section with details for website, phone, email, and address.

Communications

Weekly Update

Schools North East sends a weekly newsletter to over 3,000 Head Teachers, senior leaders and educationalists in the region. Over the years, this has become trusted and well respected by our readers - an invaluable source of information.

As a Commercial Supporter, you will be officially welcomed in the newsletter and will be able to submit events, resources and opportunities relevant to schools.

To compliment the Weekly Update, we also send out a termly Events Update. As a Commercial Supporter, you have the opportunity to promote your own events in this too.



As a Commercial Supporter, you can also sponsor the newsletter at a heavily discounted rate:

- 1 week's sponsorship: £50 + VAT
- 2-5 weeks' sponsorship: 10% discount
- 6-8 weeks' sponsorship: 15% discount

Please note that due to the high volume of demand, all bookings are subject to availability. Email info@schoolsnortheast.com for further information regarding the way your branding will feature and where.

School Business Managers' Bulletins and Webinars

Throughout the 2018/19 academic year we will be distributing a range of communications to School Business Managers.

We will be sending our regular SBM Updates via bulletins which will keep our networks up to date with the latest news that is relevant to their role.

Schools North East will also be hosting a series of SBM-specific webinars on topics such as HR and GDPR that our Commercial Supporters can get involved in.

For more information on how your company can get involved with our SBM communications, contact info@schoolsnortheast.com.

This is a fantastic way to show your commitment to the sector by sharing expert knowledge.

You can also advertise your events aimed at school leaders, teachers or School Business Managers on the Schools North East website



Additional Promotion

JOBS IN SCHOOLS | North East

When asked what the greatest struggle facing schools will be in the coming years, Head Teachers in the North East answered unanimously: the recruitment and retention of teachers. We took their concerns on board and, together with Head Teachers and School Business Managers within our network, in January 2016 we launched the region's most cost-effective recruitment portal – created by schools, for schools.

Home-grown and bespoke, Jobs in Schools | North East gives schools in the region the opportunity to advertise all their vacancies, teaching and non-teaching, for a small annual fee. Operating on a not-for-profit basis, the initiative has saved North East schools thousands of pounds which can be channelled back into improving education for young people in the region.

Schools North East reinvests any surplus generated via the portal to further support schools to recruit teaching talent and market the region as a teaching destination.

Commercial Supporters can display their branding on Jobs in Schools | North East by booking banner advertising slots. Webinar opportunities are also available. This will bring you exposure to thousands of candidates and school staff accessing the website each week. For further information, or to inquire about costs, please contact Lucy McMahon by emailing info@schoolsnortheast.com.

Exclusive brand awareness within the education sector

Virtual Communities

The Schools North East Virtual Community aims to provide a place to share good practice, seek advice and guidance from colleagues, share resources and network without leaving the office. The platform will be the go-to place to ask a quick question, debate new initiatives, or collaborate with colleagues on projects and research. We invite sponsors for these groups and consideration will be given to those organisations who can add value to the conversations and questions contained within the group.

Sponsorship Package

Being the main sponsor of one of the platforms provides your company with exclusive exposure to an entire community. You will have your company banner on all pages and on the opening page you will have an area to add text and you will have access to upload video.

By sponsoring a group on the platform your company will have exclusive access to that group and be able to join in the conversations. You will have your company banner advertised on the group and will have access to upload a video or webinar.

How to become a Commercial Supporter

To become a Commercial Supporter email info@schoolsnortheast.com to request a membership form or fill in the [online form](#). The annual cost of membership is calculated from annual turnover and lasts 12 months, beginning once we receive payment. Sole traders and registered charities receive a 15% discount on all membership fees.

Prices

Turnover up to £500,000

Membership Band 1: £350 plus VAT

Turnover from £500,000 to £1 million

Membership Band 2: £450 plus vat

Turnover over £1 million

Membership Band 3: £550 plus VAT

Cheques: payable to Schools North East

Automated payments: A/C number
10828491

Sort Code: 20 59 61



SchoolsNorth East

Show your support for education

Visibly demonstrate your support for schools in the North East and raise your profile by displaying the Schools North East Commercial Supporter logo on your website and marketing literature. This provides a cost effective and instantly recognisable way of demonstrating your support for, and commitment to, the North East's educational community.



Join our network today

Representing all schools from the Scottish Borders to the North Yorkshire Moors.

For every child, for every school, for the future of our region.

Emails us: info@schoolnortheast.com

Call us: 0191 2048866

Tweet us: @SCHOOLSNE

Follow us: /schoolsnortheast

What our Commercial Supporters say...

"Excellent event once again. We will be exhibiting again next year."

**Pentagon Play
Summit 2018**

"Really enjoyed this year's conference – by far the best one that we have attended."

**M2 Education
School Business Management
Conference 2018**

"Very well organised and great communication."

**Marmax Products
Summit 2017**

"Very well organised. Excellent location."

**d3associates
School Business Management
Conference 2018**

"Staff were exceptionally helpful all day. It was a successful day for our company and we would come again."

**Cornerstones Education
Academies Conference 2018**

"Excellent day with a great buzz about the place."

**Sika Liquid Plastics
School Business Management
Conference 2017**