

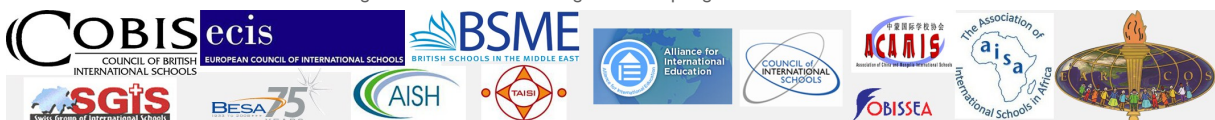
ISC Research Limited



MAPPING THE WORLD OF INTERNATIONAL SCHOOLS

www.iscresearch.com

ISC Research Limited has data and research agreements with the following membership organisations:





Researching international schools

The company was established in 2004 to map the world's international schools, research and analyse developments in the market and to provide services for suppliers, organisations, parents and the schools themselves.

International school specialists

ISC Research Limited specialises in providing detailed and up-to-date information about existing international schools, emerging international schools and trends in the market via an easy to use web interface and data downloaded to a client PC.

Unique

The database used by ISC Research has been developed over the last 20 years. It is the most comprehensive database of international, English-medium and bilingual schools in the world. It is unique and allows subscribers to select individual schools or groups of schools using a range of criteria. A team of dedicated researchers updates the data continuously. Schools have free access to the online system and are asked to update their information on a regular basis.

WHAT IS ISC RESEARCH?

“Developing and, more importantly, maintaining a comprehensive and up-to-date database of International Schools is beyond the means of most organisations. It takes a huge amount of time and effort just to keep pace with the myriad of small changes to basic information, never mind researching the large number of new International schools that open each year.

It is critical that everyone involved in international education - suppliers, schools, parents and organisations - can access the most current information, know the status of the market, what trends can be established and what will happen in the future. We all need up-to-date and accurate information and this is what ISC Research provides. The online targeting and contact tools simplify complicated tasks and can save everyone who uses them a great deal of time and money.”

**Nick Brummitt
Founder**



THE WORLD OF INTERNATIONAL SCHOOLS AT YOUR KEYBOARD



"We really like this new service. Cambridge International Examinations has been able to use the ISC Research service as a one-stop shop for targeting and contacting schools. The service is extremely useful: the data is much more comprehensive and up-to-date than anything else and we are able to find new schools as they open."

Peter Monteath,
Research & Strategy Manager, University of Cambridge International

INTERNATIONAL SCHOOLS

A typical international school teaches wholly or partly in English

International schools cater for expatriates but, more importantly, the richest 5% of the non-English-speaking world. A typical international school teaches wholly or partly in English, is independent and located in a non-English speaking country.

Each school spends an average of 10 times more than an equivalent school in the UK

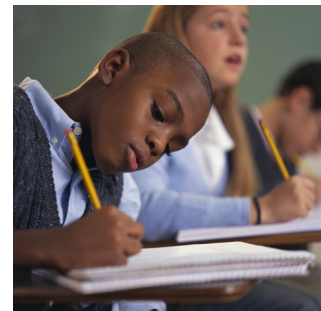
The international schools market is much bigger than many people realise. ISC Research Limited's database currently holds details of over 5600 schools teaching wholly or partly in English. There are also over 600 schools where French and German are taught as the main language and all schools teaching the IB program.

The demand for international schools is increasing

Roughly 20% of students in international schools are from expatriate families but the biggest group, and the most rapidly expanding, comes from the wealthy local population. The demand for English-medium schools - British, American, international and bilingual - is increasing dramatically in many parts of the world.

Rapidly expanding market

Every year around 500 new school records are added to the online system database. This growth rate will produce well over 8,000 schools by the end of 2015 and 11,000 schools by 2020. As well as adding new schools the database is constantly researched and updated to reflect innumerable changes in basic school information.



Marketing edge

By subscribing to ISC Research Limited you will gain access to the richest schools market in the world. This market is growing at an extraordinary rate and almost certainly has a greater value than the current UK schools market.

Many companies spend a huge amount marketing and selling to UK schools and very little internationally. Yet compared to UK schools, schools abroad are often isolated and have very little access to information, representatives, presentations etc.

Sales prospects are therefore enormous and they are getting bigger day by day. The budgets of these schools are often much higher than an equivalent UK school, also the international school world is changing at an extraordinary pace and should be a high priority for everybody with products or services designed for schools.

International school associations

ISC Research has reciprocal agreements with a number of associations and is always looking to find other partners. ISC Research's list of international school associations helps subscribers plan their marketing strategies. The online system simplifies the task of finding which schools belong to which associations.

Dedicated research team

At the heart of the system is the largest database of international, English-medium and bilingual schools in the world. The number of schools listed continues to grow day by day. A dedicated team of researchers identify new schools, check existing ones and monitor market developments.

Their findings are continuously merged with the existing data, amending or adding information as necessary and updates are instantly available to subscribers. This ensures that no matter where they are in the world, ISC research Limited subscribers have access to the very latest information.

MARKETING EDGE

Online 24/7

ISC Research Limited has developed an online system to support those working with international schools.

The system enables subscribers to:

- Access up-to-date information on international schools
- Analyse the market by region, country, city, curriculum, examinations, membership of associations, student age etc.
- View details of new schools before they open
- Identify early marketing opportunities
- Develop strategies based on sound data

"Anyone who is serious about doing business with international schools must consider the ISC Research online database and systems as a key part of their marketing plan. The ability to analyse the market, identify schools using a range of criteria, and communicate with them directly, is essential. ISC Research does this and more in a reliable and cost-effective way".

Tony Child, MD of WCBS



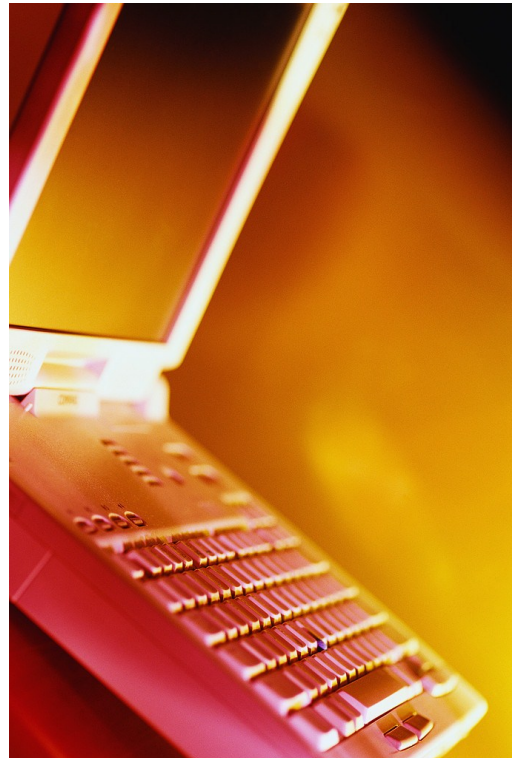
Free trial access

You can arrange trial live access at any time to suit you. This gives you an excellent opportunity to try out the online system.

This free session gives you a chance to look at the active schools data and will demonstrate the online aspects of the system.

"The new arrangements give both organisations and member schools access to the vast amount of non-confidential data held by ISC Research about the rapidly growing number of international schools around the world. It would be impossible for us or member schools to do this work ourselves. We look forward to working with ISC Research on appropriate research projects"

Roger Fry, Chair of COBIS



ACCESS TO ISC RESEARCH

Subscription service available 9-5 Mon-Fri

The Sales team at ISC Research Limited are available 9-5 Monday to Friday GMT. Signing up takes only a few minutes and access is instant.

Easy payment

Payment can be made by electronic transfer, standing order, bank draft or cheque.

Licences are sold subject to ISC Research Limited's Terms and Conditions which are available on request or in the comprehensive User Guide.

The ISC Research database has been extremely beneficial for us. I am confident in the knowledge that we have accurate and up-to-date information. The system makes targeting international schools quick, easy and effective. I have found it invaluable and would highly recommend it.

Peter Maisey, International Marketing Executive, Nelson Thornes



Complete flexibility

You can have as many licences as you like. Single licences tend to suit smaller organisations whilst multiple licences would benefit medium to larger organisations with several offices and/or mobile users.

With multiple licences, your administrator has complete flexibility to allocate licences to specific users.

For companies who require more flexibility, ISC Research offers a range of subscription options. This gives much greater overall control in terms of data access.



SUBSCRIPTIONS

The following services are available via subscription:

1. Search and view information on international schools worldwide via an online interface
2. Email schools using your own mail merge facilities
3. Keep abreast of the latest international news via the ISC Research news feed service
4. Full market research information via a comprehensive demographics module
5. Download data to your PC (restrictions on usage may apply depending on licence taken)
6. Distribute geographically relevant data to worldwide company personnel
7. Administer your account online

For more details please contact ISC Research.



Faringdon Business Centre
Brunel House
Volunteer Way
Faringdon
Oxon
SN7 7YR

T: +44 (0)1367 246007
F: +44 (0)1367 246041
E: admin@iscresearch.com
W: www.iscresearch.com

CONTACT US

