

In partnership with:



UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION

Organised by:



We



Education

27 FEB - 1 MAR 2018  
SHIEKH SAEED HALLS  
DUBAI WORLD TRADE CENTRE

2017 SHOW  
REVIEW

WWW.GESSDUBAI.COM

Knowledge Partner:



Event Partner:



مجلس أبوظبي للتعليم  
Abu Dhabi Education Council  
التعليم أول - Education First

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# A WORLD CLASS EVENT FOR THE EDUCATION INDUSTRY

Unlike any other education exhibition and conference in the Middle East, GESS is free to attend and CPD accredited. With 11 years' experience of the global education market we put all our knowledge in play to bring the best conference and exhibition yet in 2017. GESS Dubai offers a high calibre of speakers, innovative content and collaborative sessions that allow our audience to take home practical teaching methods to use in the classroom.

The exhibition showcases a wide range of educational products from suppliers from all corners of the world. Innovative products on display include; 3D printing, interactive technology, digital education, virtual technology, ergonomic furniture, books, sports equipment, robots and much, much more. With a unique mix of local and international suppliers, the show has earned a reputation of delivering products that will help teachers teach better and students learn more effectively. Each year, more and more companies are using GESS as a platform to launch their products into the Middle East, seeing the show as the most effective way to reach out to a targeted audience.

World-class organisations partner with the GESS as it is the perfect event to reach out to key stakeholders and decision makers in the region, these include; KHDA (Knowledge and Human Development Body), ADEC (Abu Dhabi Education Council), ISTE, DIT, Arab Bureau of Education for the Gulf States, Dubai International Academic City, BESA, US Commercial Services, United States International Trade Administration, didacta, and worlddidac, making the show truly international in scope and reach.

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## THE UAE EDUCATION MARKET – EXPERIENCE REAL GROWTH FOR YOUR BUSINESS

- Over **175,000** additional seats are predicted to be required by 2020 in the K12 sector in the UAE of which **90%** are expected to be in the private sector
- Formal pre-K education is increasing in popularity and is encouraged by the UAE government with growth predicted to **13.2%** year on year
- The UAE's tertiary education enrolment rate has continued to rise and **42,000** additional seats will be required by 2020
- School enrolment in private schools has doubled in Dubai in the last decade with a compound annual growth rate of **7.2%**
- The UAE 2017 budget for the next five years has **20.5%** 10.2 Billion AED earmarked to be spent on the education sector

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### Sources:

PWC - Analysis Country Profile UAE – September 2016 | KHDA - Capacity to Grow Report 2016 | KHDA – The Story unfolds...Private Education in Dubai



.....  
**19-21 OCTOBER 2017**

**WOW ISTANBUL  
CONVENTION CENTER**  
.....

# CESS DUBAI 2017 - 10<sup>TH</sup> ANNIVERSARY EDITION

## A HIGH QUALITY AUDIENCE OF EDUCATIONAL PROFESSIONALS

- More than **11,500** educational professionals attended
- Increased quality of visitors - **16.15%** increase in private school attendance, **51%** increase in procurement manager and **29.81%** increase in school owners
- **52.26%** increase in VIP Club attendees
- Visitors from **87** Countries (up from 74 in 2016) a truly international reach

## A PASSION FOR EDUCATION – AN EXHIBITION AND CONFERENCE TO INSPIRE AND ENGAGE

**70.91%** of exhibitors were very successful or successful at meeting their overall objectives

**89.09%** of exhibitors rated the quality of visitors as good to excellent

**98.64%** of visitors rated the overall show experience as good to excellent

**93.54%** of visitors rated GESS Dubai as important to the development of their school or organisation

**92.21%** of visitors are likely to visit GESS Dubai again in 2018

**96.10%** of visitors would recommend GESS Dubai to their colleagues

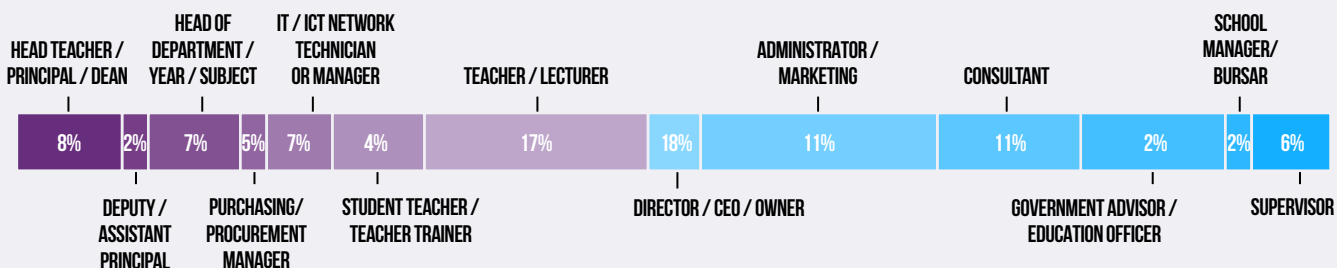
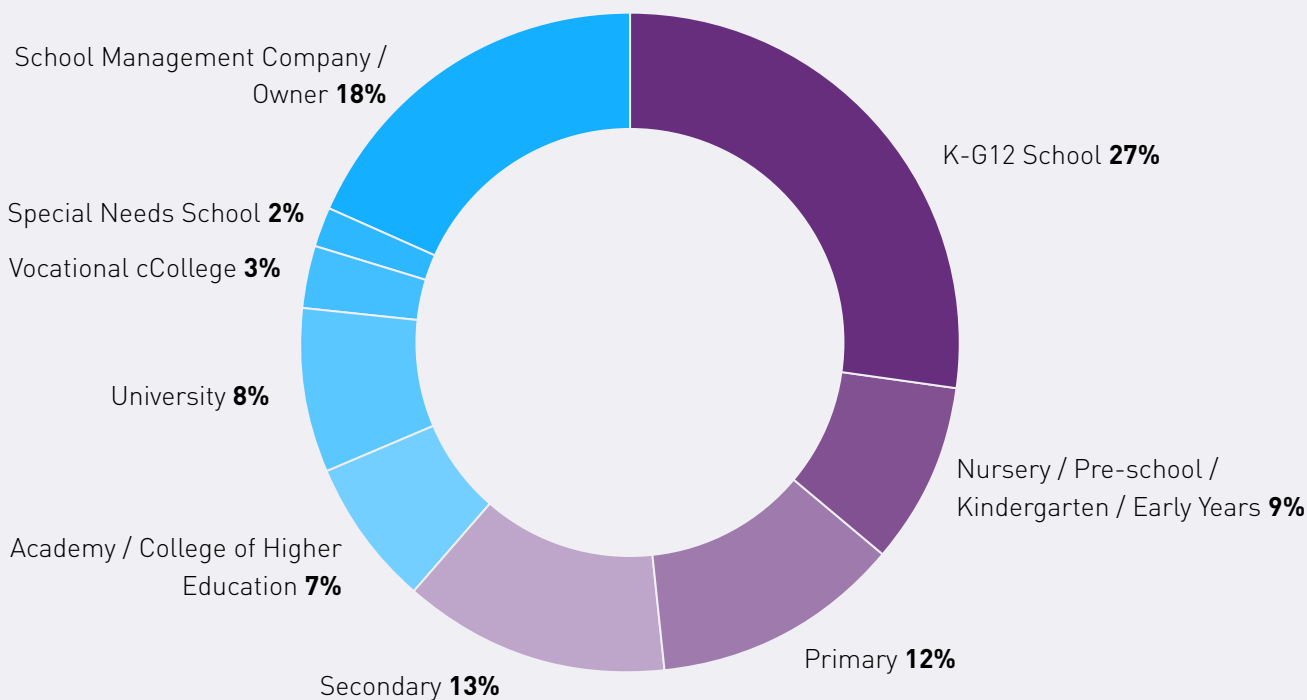
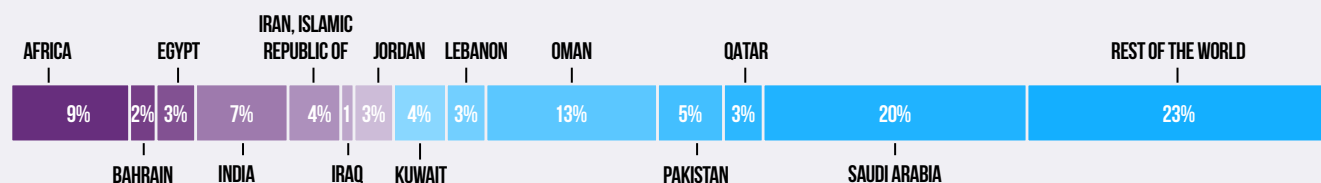


# A UNIQUE OPPORTUNITY TO MEET WITH THE FULL SPHERE OF EDUCATIONAL ESTABLISHMENTS

## PURCHASING AUTHORITY



## INTERNATIONAL VISITOR BREAKDOWN





# HERE'S JUST SOME OF THE VISITORS TO GESS DUBAI THAT YOU JUST WON'T SEE AT ANY OTHER EVENT

|  |   |   |  |
|--|---|---|--|
| <b>Abu Dhabi</b>   |   |   |  |
| <b>Education Council</b>                                       | Senior Procurement Planning Specialist  | <b>Construction And Planning Co Ltd</b>                               | General Manager Procurement              |
| <b>Abu Dhabi Education Council</b>                             | Procurement & Contract Division Manager | <b>Cranleigh School Abu Dhabi</b>                                     | Bursar                                   |
| <b>Abu Dhabi University</b>                                    | Procurement & Contracts Manager         | <b>Dar Al Marefa Pvt School</b>                                       | Principal                                |
| <b>Abu Dhabi Vocational Education &amp; Training Institute</b> | Senior Procurement Officer              | <b>Delhi Private School Dubai</b>                                     | Principal & Director                     |
| <b>Abu Dhabi Vocational Education &amp; Training Institute</b> | Procurement Team Leader                 | <b>Diyar International Private School Fujairah</b>                    | Principal                                |
| <b>ACTVET</b>  | Head of Innovation & Technology         | <b>Dubai British School</b>   | Principal                                |
| <b>AIS</b>   | Managing Director                       | <b>Dubai Gem Private School</b>                                       | Head Of Science                          |
| <b>Ajman Academy</b>   | Secondary School Principal              | <b>Dunes International School</b>                                     | Managing Director                        |
| <b>Al Ain English Speaking School</b>                          | Principal                               | <b>Education Bay School</b>   | Chairman                                 |
| <b>Al Ain University</b>                                       | Director of Professional Development    | <b>Edufun Nursery</b>   | Principal                                |
| <b>Al Ameen PVT School</b>                                     | Director                                | <b>Emirates Academy</b>   | Dean                                     |
| <b>Al Awael National Schools</b>                               | Private Schools Owner                   | <b>Emirates College For Management And Information Technology</b>     | President & CEO                          |
| <b>Al Basma British School</b>                                 | Principal                               | <b>Emirates National School</b>                                       | Head Of School                           |
| <b>Al Dar University College</b>                               | President                               | <b>EPS Al Ain School</b>  | Vice President                           |
| <b>Al Dar University College</b>                               | Dean                                    | <b>Eton Institute</b>   | VP Operations                            |
| <b>Al Dhafra PVT School - Al Ain</b>                           | Head of Secondary                       | <b>Falcon British Nursery</b>   | Partner                                  |
| <b>Al Durrah International School</b>                          | Principal                               | <b>Fcr Stem / Florida State University</b>                            | Director                                 |
| <b>Al Falah PVT School</b>                                     | Chairman                                | <b>Fortes Education</b>   | Purchase Manager                         |
| <b>Al Fursan</b>   | School Manager                          | <b>Fortes Holdings</b>  | Purchase Officer                         |
| <b>Al Ghurair University</b>                                   | President                               | <b>Foundation For Education And Cultural Initiatives Step By Step</b> |  |
| <b>Al Hamdaniya Grand PVT School</b>                           | Procurement Manager                     | <b>Macedonia</b>  | Executive Director                       |
| <b>Al Hussan Education &amp; Training Group</b>                | President & Owner                       | <b>GEMS</b>   | CMO                                      |
| <b>Al Kamal American International School</b>                  | Principal                               | <b>GEMS Education</b>   | Vice President Education Solutions       |
| <b>Al Najah Education LLC</b>                                  | Director                                | <b>GEMS Education</b>   | Chief Information Officer                |
| <b>Al Nebras International School</b>                          | Dean of Math Curriculum Writer          | <b>GEMS Education</b>   | Vice President Procurement Operations    |
| <b>Al Qimmah Schools</b>                                       | General Manager                         | <b>GEMS Education</b>   | Specialist Buyer                         |
| <b>Al Raqam Educational Services</b>                           | Owner                                   | <b>GEMS Education</b>   | Senior Vice President Commercial         |
| <b>Al Resalah International School</b>                         | Director                                | <b>GEMS Education Dubai UAE</b>                                       | Head Of Curriculum & Assessments         |
| <b>Al Tafawiq Schools</b>                                      | Director Manager                        | <b>GEMS Firstpoint School</b>   | Head Of Primary                          |
| <b>Al Wazzan Education Co</b>                                  | Operations Director                     | <b>GEMS International School Al Khail</b>                             | Head Of Innovation                       |
| <b>Aldar Academies LLC</b>                                     | Corporate Procurement Specialist        | <b>GEMS Nations Academy</b>   | CTIO                                     |
| <b>Alexandria International Academy</b>                        | School Owner                            | <b>GEMS New Millennium School</b>                                     | Principal                                |
| <b>Altamont Group Education Advisory &amp; Investment</b>      | CEO                                     | <b>GEMS Our Own English High School</b>                               | Head Of Department English Middle School |
| <b>Ambassador School LLC</b>                                   | Owner                                   | <b>GEMS The Kindergarten Starters</b>                                 | Digital Learning Coach                   |
| <b>American Academy for Girls</b>                              | Principal of Middle School              | <b>GEMS Wellington Academy</b>  | Senior Consulting Partner                |
| <b>American College of Dubai</b>                               | Academic Advisor                        | <b>GEMS Wellington International School</b>                           | Head Of Secondary                        |
| <b>American Community School of Abu Dhabi</b>                  | Director of Technology & Innovation     | <b>GEMS Winchester School</b>   | Head Of Primary                          |
| <b>American International School - Riyadh</b>                  | Director of Technology & E-Learning     | <b>GEMS World Academy</b>   | Head Of Secondary                        |
| <b>American School of Dubai</b>                                | Procurement Manager                     | <b>Generations School</b>   | Director                                 |
| <b>American University in the Emirates AUE</b>                 | Director of Education                   | <b>George Varghese Muthoot</b>  | Director                                 |
| <b>Amity Education</b>   | Procurement Manager                     | <b>German University Of Technology / Oman Educational Services</b>    | GM                                       |
| <b>Artan Holding</b>   | Procurement Manager                     | <b>Global Indian International School</b>                             | Manager                                  |
| <b>ASPAM Indian International School</b>                       | Director of Academics                   | <b>Global International School</b>                                    | School Owner                             |
| <b>Barney Home Nursery</b>                                     | CEO                                     | <b>Good Will Children Private School LLC</b>                          | Acting Chairman                          |
| <b>BD Somani International School</b>                          | Director                                | <b>Goodrich Schools</b>   | Director                                 |
| <b>Bebes Calins</b>  | Owner & CEO                             | <b>Government Of Kerala</b>   | Principal                                |
| <b>Bisrate Gabriel International School</b>                    | Academic Manager                        | <b>Greenfield Community School</b>                                    | Head Of English Secondary                |
| <b>Bloom Education</b>   | Procurement Manager                     | <b>Gulf Medical University LLC</b>                                    | Chief Operating Officer                  |
| <b>Bloomfield Hall Schools</b>                                 | Director Academics                      | <b>Halls Of Ivy UAE</b>   | Founder                                  |
| <b>Blossom Nursery</b>   | Center Director                         | <b>Hamdan Academic Award</b>  | Gifted Program Head                      |
| <b>Bradenton Preparatory Academy</b>                           | Government Relations Executive          | <b>Hawaer Internationl School</b>                                     | Board Member                             |
| <b>Brighton College</b>  | Procurement Manager                     | <b>HCT</b>  | Faculty                                  |
| <b>British Columbia Canadian School</b>                        | School Principal                        | <b>Heriot Watt University</b>   | Associate Professor                      |
| <b>British International School</b>                            | Manager                                 | <b>Higher Colleges Of Technology</b>                                  | Education Faculty                        |
| <b>British Orchard Nursery</b>                                 | Business & Training Manager             | <b>Home Sweet Home Preschool</b>                                      | Preschool Director                       |
| <b>Capital School</b>  | Development Manager                     | <b>Horizon International School LLC</b>                               | Leader Of Digital Strategy               |
|  |   | <b>IAT</b>  | Academic Advisor                         |
|  |   | <b>Indian School Salalah Oman</b>                                     | Principal                                |
|  |   | <b>Innoventures Education</b>   | MR                                       |
|  |   | <b>INPS</b>   | Purchase Officer                         |

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|   |   |   |  |
|---|---|---|--|
| Institute Of Applied Technology                                     | Managing Director                               | Prince Sultan College of Business               | Dean   |
| Institute Of Business And Strategic Management                      | Managing Director                               | Pristine Private School                         | Director   |
| International And American Schools                                  | Foundations Faculty                             | Qatar University                                | University Professor                             |
| International College   | VP & CFO  | Raan International School                       | Head Of Science Primary                          |
| International Community School                                      | Managing Director                               | Raffles International School                    | Deputy Head Teacher                              |
| International School Of Creative Science                            | Principal                                       | Raha International School                       | Director Of Educational Innovation               |
| Iqra Education  | Director  | Rahpooyan                                       | Director   |
| Iranian School  | Director  | Rainbows for Kids Nursery                       | Business Owner                                   |
| Irfan Establishment   | CEO   | RAK Academy                                     | Head Of School PYP                               |
| Jebel Ali Primary School  | Head Of Science                                 | Rashid School for Boys Dubai                    | Head Of Computing                                |
| JESS Dubai  | Director  | Rayat English Medium School Satara              | Principal  |
| Jewairayah School   | Head Of School                                  | Regent International School                     | AHT Primary                                      |
| JSS Private School  | Headmistress                                    | Rhodan Ville Schools                            | Proprietor                                       |
| JSSIS   | Headmaster                                      | Riyadh Alebdaa School                           | Owner  |
| Juja St Peters School   | Director  | Russian International School                    | Vice Principal                                   |
| Jumeirah Baccakaureate School                                       | Primary Head                                    | Safa British School                             | Assistant Director                               |
| Jumeirah University   | Director Of Centre Of Academic Excellence       | Safa Community School                           | Head Of School Improvement                       |
| Karachi Public School   | Director  | SAIF  | Principal  |
| Kent College Dubai  | Head Of MFL EAL Psychology                      | Saifiyah Boys High School                       | Principal  |
| Kenya Private School Association                                    | Director  | Saifiyah Girls School                           | Principal  |
| Khalifa University  | IT Director                                     | Sama American Private School                    | Director General                                 |
| Khawla School   | School Principal                                | Saudi American International Schools            | CEO  |
| Kids Zone Nursery   | Managing Director                               | School of Modern Skills                         | School Principal                                 |
| King Abdullaziz University  | Lecturer  | School of Research Science                      | Deputy Head Teacher                              |
| Kings Al Barsha   | Assistant Head Teacher                          | Sharjah American International School           | Principal  |
| Kuwait English School   | Deputy Head                                     | Shepherds Junior School                         | CEO  |
| Latifa School For Girls   | Head Of Primary                                 | Sobha Engineering Hartland International School | Vice President                                   |
| Littleme Preschool  | Owner   | Springdales School Dubai                        | Head Secondary                                   |
| Liwa International School   | School Principal                                | St Michael Schools                              | Manager  |
| Madariss Al Azhar   | School Owner                                    | Star International School                       | Assistant Head                                   |
| Meccademia Education Institute                                      | Managing Director                               | Swiss International Scientific School           | Head Of Finance & Operations                     |
| Mena College Of Management Creative Authority                       | President                                       | Taaleem   | Head Procurement & Operations                    |
| Mirdif Private School Dubai   | Head Of Kindergarten                            | Taaleem Greenfield Community School             | IB Educator LWT Facilitator                      |
| MSB International   | Supervisor                                      | Taif University                                 | Dean Of University Development                   |
| Multinational School Riyadh   | Executive Principal                             | Takamul Academy                                 | CEO  |
| Mustard Seed School   | Director  | Tariq Bin Ziad School                           | Principal  |
| N I Model School  | Purchase Officer                                | Tatweer Buildings Company                       | Consultancy Tender Senior Specialist Procurement |
| Najd National Schools   | Vice Representative Of The School Owners        | The Apple International School                  | Head Of Science                                  |
| National Charity School   | Purchasing In Charge                            | The British School Al Khubairat                 | Purchase Manager                                 |
| National Day Nurseries Association                                  | Chief Executive                                 | The City School International Private           | International Director                           |
| National University of Science Technology Engineering & Mathematics | Rector  | The Elite English School                        | Vice Principal                                   |
| New Academy School  | Curriculum Coordinator                          | The International Academy                       | Procurement Manager                              |
| New Cairo Academy   | Department Head                                 | The International School of Choueifat           | Finance Manager                                  |
| New Indian Model Group of Schools                                   | Vice Chairman                                   | The Lazar Group of Schools                      | CEO  |
| New Vision Group of Educational Institution                         | Chairman  | The Sheffield Private School Dubai              | Vice Principal Primary                           |
| New York University In Abu Dhabi                                    | Center Operations Manager                       | The Sultan S School                             | Procurement Coordinator                          |
| Nibras International School   | Principal                                       | The Vision School & College                     | Director   |
| Nims Group of Schools   | Managing Director                               | The W School Sharjah                            | Executive Principal                              |
| Nizwa College of Technology   | Assistance Dean Admin & Finance Act Head Of ETC | The Winchester School                           | Head Of Innovation & Data                        |
| Nord Anglia Education   | Business Development Manager                    | United Arab Emirates University                 | Deputy VC For Academic Affairs                   |
| North American International School                                 | Curriculum Coordinator                          | University of Modern Sciences                   | Dean   |
| North London Collegiate School Dubai                                | Bursar  | University of Sharjah                           | Assistant Professor & Chairman                   |
| Novosibirsk State Pedagogical University                            | Rector  | University of Tabuk                             | Dean   |
| Omar Bin Al Khattab School  | Chairman  | University of Buraimi                           | Acting Head Of Purchasing                        |
| Pakiatan Education Academy  | Principal                                       | Uptown School                                   | Head Of Early Years                              |
| Palestine Private Academy   | Manager Assistant                               | Victoria International School of Sharjah        | Director Of Digital Learning                     |
| Podar Education Network   | Manager   | Victory Heights Primary School                  | Deputy Head                                      |
| Podar Schools   | Chairman  | Virginia International School                   | Head Of KG                                       |
| Prime Achievers Academy Nursery & Primary School                    | Director  | Watermead Day Nursery                           | Nursery Owner                                    |
|   |   | Zayed University                                | Faculty  |

# GESS DUBAI – MARKETING WITH THE RIGHT VISION

## DIRECT MAIL PIECE

The piece was designed around the concept of “Following Your Heart” the piece was tactile as it involved the recipient unfolding and “playing” to reveal the different elements of content, before finally unveiling the whole heart concept. Sent to a targeted audience of key decision makers, the week it landed help to increase registrations by **17.64%**.



## SHOW PREVIEW

This is produced to showcase the exhibitors we have, the variety of conference sessions, exhibitor workshops and other new features and innovation. A chunky document at 60 pages long, it provides a thorough guide for visitors to what they can see and expect at the show. Sent via our show news emails to a circulation of **19,600** and generating click throughs of **32.09%**.



## WEBSITE

A new look cleanly designed and visually impactful so it worked well on mobile and tablets as **59.02%** of all traffic is via these (and increasing year on year). The new and improved website meant that unique visitors increased by **44.57%**.



# EXHIBITOR MARKETING SUPPORT

Unlike other shows we send a personal email to all exhibitors from marketing to outline the free support that we offer. Sending out an exhibitor info pack, digital banners and other key information ensures that exhibitors get brand exposure and help to maximise footfall to their stand. As well as asking for press releases, images and articles we also request social media details to allow us to push out tweets and messages about our exhibitors as part of #exhibitortuesday.

**94.92%** of visitor rated the quality of information and marketing before GESS as good to excellent

**92.54%** of visitors met their objectives at the show

**93.54%** of visitors rated GESS as important to the development of their school or organisation

**96.10%** of visitors would recommend GESS Dubai to their colleagues

**DISCOVERY EDUCATION**  
IS EXHIBITING AT GESS DUBAI  
HALLS 5-8 DUBAI WORLD TRADE CENTRE  
14-16 March 2017  
VISIT US ON STAND **N12**  
REGISTER NOW FOR FREE  
[WWW.GESSDUBAI.COM/REGISTERFREE](http://WWW.GESSDUBAI.COM/REGISTERFREE)

**GL EDUCATION**  
INVITES YOU TO ATTEND GESS DUBAI 2017  
COME AND SEE US ON STAND **M33**  
14 - 16 March 2017 | Halls 5-8, Dubai World Trade Centre

- See the latest educational technologies in action
- Source new and exciting products for the classroom
- Participate in a range of conference topics about the future of education
- 130+ speakers, 200+ CPD accredited conference sessions and 550 exhibiting companies from 29 countries

**TUESDAY 14 MARCH** 10:00 - 10:00  
**WEDNESDAY 15 MARCH** 10:00 - 10:00  
**THURSDAY 16 MARCH** 10:00 - 10:00

**BOTH GESS AND DEF ARE FREE TO ATTEND FOR TRADE PROFESSIONALS ONLY**

REGISTER NOW FOR FREE [WWW.GESSDUBAI.COM/REGISTERFREE](http://WWW.GESSDUBAI.COM/REGISTERFREE)

**GESS** DUBAI  
Facebook.com/GESSDubai  
@gesseducation  
@gesseducation

**WELCOME TO GESS DUBAI 2017**

Thank for choosing to exhibit at GESS Dubai 2017. As part of the package as an exhibitor, we offer a **FREE** marketing service which includes various options to suit all needs. This is our way of making sure your company gets the exposure it deserves in the run up to the show.

**GESS** DUBAI  
14-16 MARCH 2017  
HALLS 5-8  
DUBAI WORLD TRADE CENTRE

To make sure we have the correct contact details and in order to benefit fully from the free exhibitor marketing service, please take 2 minutes to complete the form below and submit.

(Do you would like it to appear on all marketing materials?)

COMPANY NAME:

STAND NUMBER:

MARKETING CONTACT:

EMAIL ADDRESS:

TWITTER:

FACEBOOK:

INSTAGRAM:

**SUBMIT**

[WWW.GESSDUBAI.COM](http://WWW.GESSDUBAI.COM)



# CESS DUBAI – EDUCATE...INSPIRE...BUILD FOR THE FUTURE



**Twitter**  
**4,370 FOLLOWERS +1321**  
 since 2016 edition

#CESS2017 made **16.83 million impressions** Feb. 19 – March 19 2017

#gessawards made **1.56 million**



**impressions** Feb. 19 – March 19 2017

**Instagram**

**354 FOLLOWERS +226** since 2016 edition

@gesseducation and #CESS2017

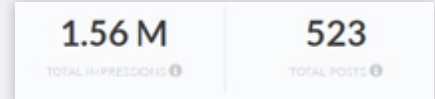


made **2.58 million impressions**

Feb. 19 – March 19 2017

**Facebook**

**3,970 LIKES +523** since 2016 edition



\*Taken from TINT analytics

## PRE-SHOW

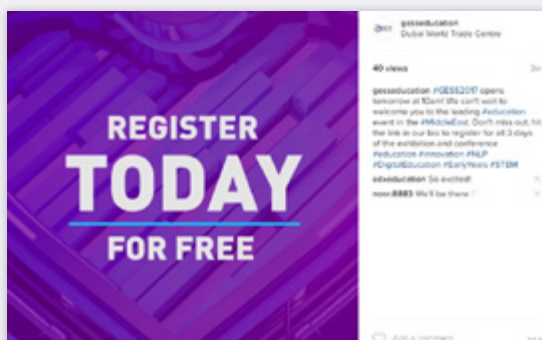
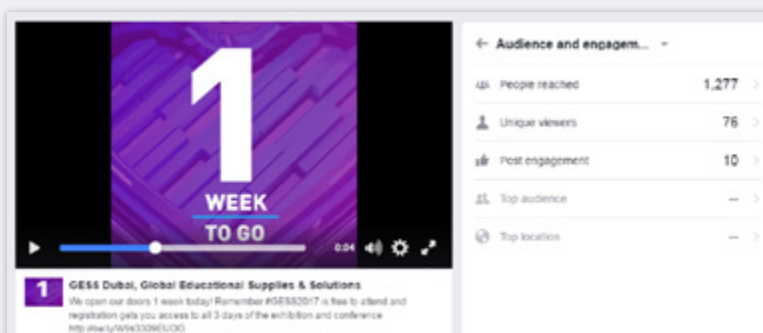
A consistent, identifiable and creative campaign across all of our social media channels pre-show and onsite featuring Show News, exhibitor and speaker promotion & education industry news helped us surpass our targets for engagement.

To ensure our content stood out on potentially cluttered newsfeeds, we created video info-graphics incorporating the brand creative as way grabbing our audience’s attention to make sure key show information was engaged with. These included tips for attending the event, a countdown to GESS Dubai 2017, and prompts to encourage our audience to register for the show.

## DIGITAL MARKETING CAMPAIGN

Our social media presence was boosted by a digital marketing campaign running along our in-house campaign from Jan – March 2017 running on Facebook and Google Adwords.

Through the digital campaign we gained **103,557** clicks to site and **15,967,248** impressions. The campaign helped to achieve **244** assisted registrations and 82 direct registrations at a low CPC of £0.06.



# #GESSTALKS

Under the GESS Talks brand, we created over 30 interview and daily highlights videos with speakers and exhibitors that were pushed out on TV screens around the venue, social media and end of day emails. These created valuable content that engaged visitors in a different way onsite. The videos were a great way to encourage exhibitors and speakers to promote their products and participation at the show while attendees and potential visitors insight into what they can find at the show. The #GESSTalks series has achieved **2,220** views.



## GESSTALKS

LATEST NEWS, INTERVIEWS  
AND BLOG ARTICLES

### LATEST EDUCATION NEWS...

Here's a round up of some of the breaking news stories that are particularly topical this month.

- Reforms to bring about holistic approach to physical education in government-run schools
- UAE youth encouraged by Project Space Forum
- Dubai mum on a mission to bridge the special needs learning gap
- Revealed: Most and least expensive schools in Dubai
- Emirati enrolment in vocational schools is on the rise
- Dubai's GEMS partners with local brands in bid to make education 'cost neutral' for parents
- Uneducated children to benefit from e-learning programme
- Super tutors help students to achieve higher education goals
- President discusses education to strengthen national unity in diversity
- Students develop biodegradable oats-based packaging



Updating our database with the latest industry news makes GESS a point of information for the industry, giving our events an extra dimension.

Monthly email newsletters allow us share news and content from our shows in Dubai, Mexico & Indonesia with our entire database.

Incorporates the We Love Education creative that is easily identifiable as part of the GESS brand & reflects our passion for being more than just a B2B event but a voice for the industry.

# CONTINUED

## Top 10 reasons to attend GESS Dubai 2017

If you love education, then you understand that the global education sector keeps transforming each year, as new ideas, products and resources enter the market. A great way to stay abreast of what's new and what's working is to take advantage of the many rich and diverse education events that take place in the progressive Metropolis of Dubai.

[Find out why...](#)

Latest Show News can be promoted with specific CTA's

## Meet the GESS Education Awards 2017 Finalists

Thank you to everyone who submitted entries for the GESS Education Awards this year, and thank you to our [panel of judges](#) who have the unenviable task of picking the winners. We have never been so inundated with such high-class entries, but unfortunately each category can only have one winner! Congratulations to all the finalists, we'll see you at the Gala Dinner on 15th March where the winners will be announced.

[Meet the finalists...](#)

## In conversation with... Mohamed Al Maskari, Managing Director, Ibtikar Edu Tech Solutions. GESS Dubai 2017 Silver Sponsor.

This month we have been talking to Mohamed Al Maskari, Managing Director of Ibtikar Edu Tech Solutions who we are pleased to announce as Silver Sponsors for GESS Dubai 2017. Find out more about more about our Silver Sponsors, get an insiders view of the UAE education industry as well as an insight into the exciting world of education technology.

[Click here to read the interview...](#)

The latest updates from across the GESS portfolio creates a strong cohesive brand identity.

## GESS Mexico and Virutal Educa continue their partnership for developing education in Mexico

We are pleased to announce our continuing partnership with Virtual Educa for GESS Mexico 2017. The partnership will provide educators practical teaching methods to put in place immediately in the classroom, as well the opportunity to source the latest learning solutions and classroom innovations.

[Read the press release here...](#)

The 'In conversation with' feature is a great way to give our visitors more information on the speakers and exhibitors they can see at the show while offering sponsors, exhibitors and speakers the opportunity for extra exposure

# INSPIRED EDUCATIONAL CONTENT DESIGN SPECIFICALLY FOR OUR AUDIENCE

Each year our conference earns the praise of teachers and academics for delivering superb content and relevant insights from leading specialists from around the region and the world. It's important to us to provide the most relevant and up to date content for our audience of educators. The topical conference programme this year evolved through speaking to members of the teaching community (we visit Dubai every 6 weeks to meet with people within the industry) to ensure that we have the speakers and content that they want to see.

With a wide variety of talks encompassing current trends in education and designed for all levels of educational professionals, the programme is designed to empower teachers in the region. GESS Dubai offers them access to the latest resources and allows them to discover practical tips to help them pursue excellence in the classroom and learn from their peers.

This year the content was themed around core knowledge areas, with individual logos and brands created pre-show that were then carried through to the colours and design of the stages onsite. This meant that each was easily identifiable to the audience and helped us to disseminate the large conference programme (100+ speakers and 250+ sessions) in a way that was accessible for our audience.



## NEUROSCIENCE IN EDUCATION

Applied neuroscience is an essential tool for today's classroom, David Hodgson Master NLP practitioner was once again on hand to outline new discoveries in NLP.

### Topics included:

- Happiness in Education
- Rules of Influence
- The Neuroscience of Memory
- The four habits of a great school leader



## KEYNOTE LEADERSHIP & PLANNING

With inspirational keynotes and high-level talks, explore global education trends, be inspired by engaging industry leaders from around the world and learn about content to push your education agenda forwards.



## FUTURE LEARNING

Essential Digital and STEM workshops by educators for educators

### Topics Included:

- Google Apps for Education
- The Rise of Office 365
- iBeacons in and out of the Classroom
- Coding



## EDUCATION IN ACTION

Focusing on what happens in schools, these practical sessions were led by teachers, students or consultants, covering all aspects of education and demonstrated best practice to improve and enhance teaching and learning.

### Topics included:

- The Burn Out Gamble – looking at home life balance for teachers
- Raising Aspiration – Overcoming obstacles
- Video Broadcasting in your school - how to set up and run your own Broadcasting Centre
- Getting Girls into STEM
- 21st Century Learning Skills and Innovation



## INNOVATION STAGE

A series of workshops showcasing innovations in products, techniques and classroom outcomes for teachers and students alike.

### Topics Included:

- Interactive Technology enhances Student Learning
- Hands on Minds on (teaching primary Maths)
- Identifying gifted and talented students in an international school context



## LEARNING ESSENTIALS

A series of sessions, looking at different aspects of training from specialist trainers in Early Years and Primary Arabian Child, Eyes/Quest and Great Learning/Fieldwork.

### Topics Included:

- Child Protection
- Quality Assurance
- Drama in Early Years
- Maths from Stories
- Enabling the Environment



"Love it! So much variety and choice. Thoroughly enjoyed the hands on sessions."

Diedre Bothma, ICT Director, Kuwait English School

"What a great event. Already looking forward to next year."

George Stokes, Year 5 Teacher, Learning Technology Facilitator

**96.78%** of visitors said that conference sessions and show features were relevant for their professional training  
**96.61%** of visitors said that the quality of the conference sessions were good to excellent

Here's just a taste of our fabulous conference programme and speakers:



# NEW FEATURES TO INSPIRE



## GESS LEADERSHIP LAB

### GESS LEADERSHIP LAB

We were thrilled this year at GESS Dubai to bring a brand new and exclusive training concept to the event this year. The GESS Leadership Lab powered by No Tosh hadn't been seen before in the Middle East, Africa and Asia and provided a creative training space where active participants could tackle their own leadership challenges with NoTosh's ingenious toolkits. Based on real life challenges, these innovative and practical workshops encouraged participants to see things differently, benefit from their peers expertise, and share ideas in an open and innovative ways to that they could see actual results and real rewards. With six inspirational and innovative labs to choose from, they allowed participants to see a real and instant benefit for their school.



### EXPLORE GESS TREASURE HUNT GAME

Played with a mobile phone or tablet, this allowed visitors to find out firsthand how gamification worked in an education setting and how they could integrate into the classroom to engage students. It also encouraged players to explore the exhibition and conference sessions in an innovative and unique way, to find suppliers they'd never seen before to make the most of their show experience. With 200 teams playing the game onsite it added a new dimension to the show.



# GESS AWARDS

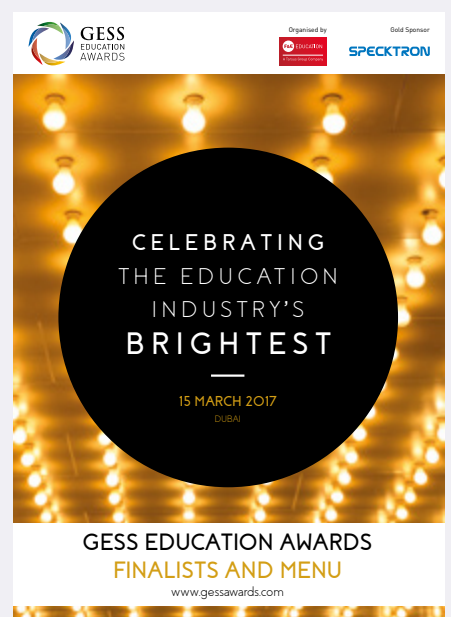


Described as the “Oscars” for the education industry, the GESS Education Awards are now in their 4th year, recognising and rewarding the quality and diversity of educational products, resources, services and people as well as the best educational institutions and outstanding accomplishments of education professionals to raise quality standards for teaching and learning in schools across the region.

An esteemed panel of educators chose **23** outstanding initiatives and achievements by individuals, organisations and companies who have made significant contributions to the advancement of education in the Middle East. Shortlisted entries came from; Australia, Bahrain, Bangladesh, Canada, China, Finland, Germany, Hong Kong, India, Indonesia, Iran, Jordan, Kuwait, Netherlands, Oman, Pakistan, Portugal, Poland, Qatar, Saudi Arabia, Serbia, Singapore, South Africa, South Korea, Spain, Taiwan, UK, USA. The winners were celebrated at a Gala Dinner on the 2nd night of the exhibition with over **364** people in attendance.

“The education market in the Middle East has grown rapidly in the last decade, and has witnessed many exemplary contributions that have made it into what it is today. We are honoured to be given the opportunity to put the spotlight on and celebrate these achievements through the Lifetime Achievement Awards,”

Clive Pierrepont, Director of Communications, Táaleem.



# CESS VIP CLUB - THE NETWORKING CLUB FOR THE GULF'S LEADING EDUCATIONALISTS



The CESS VIP Club is by invite only, designed to build and develop last business relationships and create an exclusive experience for education professionals who have direct purchasing authority or who influence the buying process at their school or institution.

Members of the VIP Club receive a personalised show experience and membership, featuring a range of premium services and opportunities to network, discuss and collaborate with other members and exhibitors at the show.

The 2017 VIP Club was our largest to date, welcoming over **700** key decision makers from **28** countries worldwide.

The CESS VIP Club brings together the Gulf's leading education professionals to network and do business with CESS exhibitors.

For more information on joining the VIP Club, or to nominate your key buyers in the region, please contact [barney.atkins@fegroup.ae](mailto:barney.atkins@fegroup.ae)





# DON'T JUST TAKE OUR WORD FOR IT HERE'S WHAT SOME OF OUR EXHIBITORS AND VISITORS SAID ABOUT THE EVENT

"Just writing in to commend you and the team for putting together another spectacular event in Dubai last week. As passionate educators, we have been regulars at GESS and look forward to the event every year."

Farid Gasim, Director, EdArabia

"I must say GESS was a fabulous event and I am deeply grateful to the organizers for putting together such a wonderful event for us educators."

Meleza Paul Yogarajah, Bluebells Teacher D.O.L.L / Skill Play Coordinator

Informative, I plan to develop new relationships with vendors, nationally and internationally

Prince Jose, Purchase Officer, Fortes Holdings



This was a great experience, with a lot of different areas of education being covered. Very educational I learn about new and emerging technology and ways of teaching.

Natasha Montet, Serare School

The talks and workshops have been particularly useful. Such a wide variety of topics on offer is so refreshing.

Lisa Eaton, Head of Year, AL Ain English Speaking School

The event has great speakers, wonderful exhibitors and is a wonderful learning experience

Pauline Muhoho, Director, Compeira Group of Schools

We really enjoy investigating new products and services that will support teaching and learning at our schools.

Julia Jefferson, Executive Principal, Multinational School



This is my third year attending GESS. It gets better each year

Kim Dodd, Principal of Primary and KG, Al Satwa Schools

GESS is a unique show, the only one in the region that is targeted to schools, universities, vocational and training market. It's important for us to be at the show and we feel that it's good to get the ATLAB brand out there and bring new technologies to the market, as it's seen as one of the major shows.

Senthil Kugan, Director, ATLAB

It is the biggest show in the Middle East, so you have to be at GESS to understand the market size and meet the people directly to see what works and doesn't. We've had great success with Nursery Directors and it's a great platform to demonstrate that, so we're seeing them on the show floor and we can speak to them directly and demonstrate the product.

Hassan Khanchi, Sape Business Solution

This is a phenomenal show from what I've seen so far; there are great keynote speakers and the show has great materials that I think would be very useful for using in the classroom. Also, it's really inspirational to see everyone come together to think about education and how to improve the lives of students around the world.

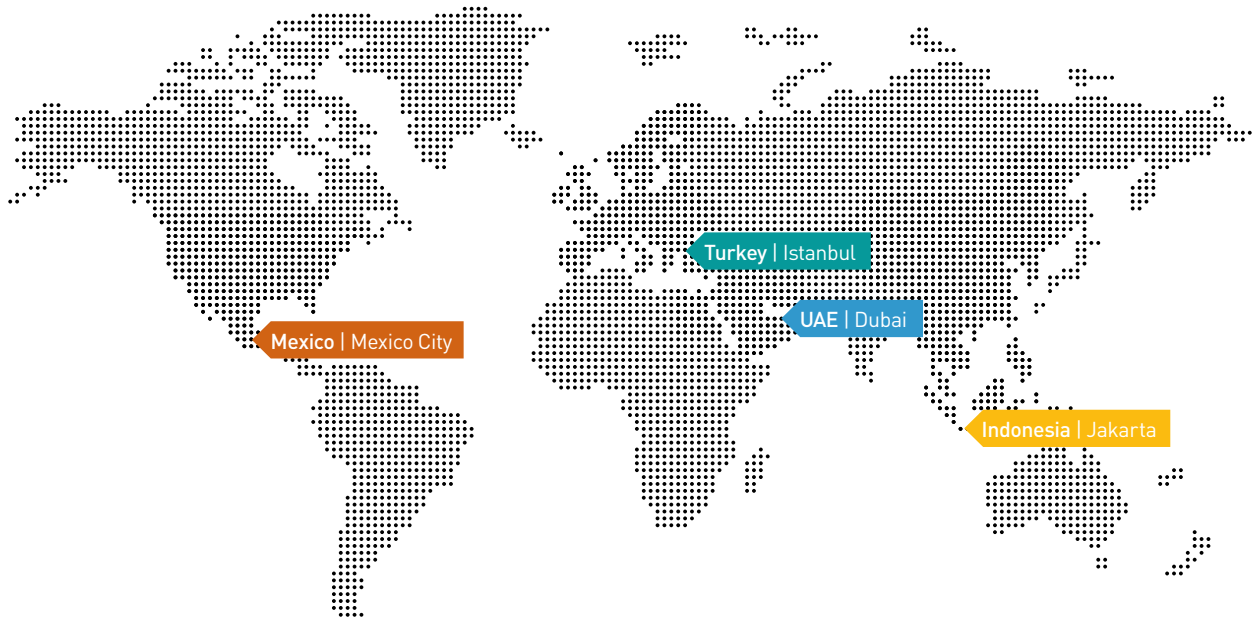
Dr. Derek Muller, Founder of YouTube Channel Veritasium

It's an honour to be at GESS every year as it is the place to meet our decision makers and customers. This is my 9th year visiting GESS - throughout these years; GESS has proven to be the best platform.

Ahmed Ameen Ashour, Microsoft, Regional Educational Director



# GESS EVENTS



## BE PART OF SOMETHING EXTRAORDINARY

Taking a stand at GESS Dubai is crucial to your growth in the Middle East, contact us now to reserve your place at this exciting event and take advantage of what will be your most powerful sales platform of 2018.

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