

EVENTS/CAUSES

Tatler extends Schools Guide authority with live lectures, advice

September 11, 2015



Tatler Schools Guide 2016 cover

By JEN KING

Condé Nast Tatler is bringing one of its signature editorial features to life with the launch of Tatler Schools Live.

Sign up now

Luxury Daily

Scheduled for Oct. 2 in London, Tatler Schools Live, in association with Microsoft Surface, will help affluent parents determine which educational institution is best for their child. Readers, regardless of demographics, rely on their favorite magazines to dispense trusted information on topics ranging from health and wellness to fashion and travel, making this live event a natural progression from print to in-person interaction.

"Over the last 10 years the Tatler Schools Guide has established itself as 'the' authority on the top private schools in the UK and is highly respected by both parents and the school community," said Patricia Stevenson, publishing director of **Tatler**, London. "The Tatler Schools Awards presented annually in September are also highly coveted.

"Invitations to speak at Tatler Schools Live event have been eagerly accepted; 16 head teachers from the very top private schools will be speaking on the day and 200 parents are expected to attend," she said. "Our aim is to answer all the nitty-gritty questions parents

have, to enable them to find the right school for their children.

"This event is proving popular with both British and international parents, thus extending Tatler's reach and influence."

Schoolroom stature

Tatler has been publishing its Tatler Schools Guide for 10 years and is considered an authority on the United Kingdom's top prep and private schools. Selecting a proper, well-fitting school for a child can be a daunting task for parents, and Tatler's objective is to make that process easier by providing insightful, easily understood information about each school and its approach to learning.

The publication is now taking that concept and translating the success of Tatler Schools Guide for a live audience through a day-long event. Tatler Schools Live will feature lectures meant to help making decisions about childhood education less difficult for parents in attendance.

"It was an obvious brand extension for the magazine. Tatler has unique access to both the schools and discerning parents, and this event connects the two," Ms. Stevenson said. "It has also presented the opportunity to secure Microsoft as sole sponsor of the event, a new commercial relationship."

During the event, held at the **Jumeirah Carlton Tower** in Knightsbridge, attendees will hear keynotes and panel discussions held by respected educational and administrative experts including headteachers and registrars in addition to professionals specializing in childhood development and education.

For a more intimate feel to a personal, family topic Tatler has invited ITN television newscaster, and mother of two, Mary Nightingale to serve as moderator. Ms. Nightingale's familiar and friendly face may put parents at ease who have concerns or are unfamiliar with the prep and private school circuit and admissions process in the UK.

TATLER

SCHOOLS LIVE! EVENT

2ND OCTOBER 2015 IN ASSOCIATION WITH Microsoft Surface

At the Jumeirah Carlton Tower, Knightsbridge, London



Tatler Schools Live promotional image

Topics discussed will include the “fiercely debated” subject of single-sex vs. coed schools, whether or not to board and the application process to applying to prep and senior schools, particularly in London. Additional sessions will give parents advice as to help their children with the stress and pressures of schooling.

Speakers at the event represent some of the UK’s top educational institutions such as Stowe School, Dulwich College, Benenden, Marlborough College and Sussex House School.

Tickets for the event are priced at \$347 for a single and \$617 for a pair. Ticket prices include the full day of lectures as well as coffee and pastries for breakfast and a buffet lunch. Attendees will also have access to the Ask Tatler help desk and will be given a Tatler Schools Live! Leaver’s pack. Tickets can be purchased via Tatler's [Web site](#).

In addition to proper schooling for its readers’ children, Tatler recently launched a program to instill societal confidence.

Tatler is embracing its British culture and traditional manners through a joint venture with

the Debrett's Academy for etiquette. Together with Tatler, Debrett's will expand the reach of its practices through the The Debrett's and Tatler School of Etiquette, the first co-branded partnership for the etiquette expert.

Launching this September, the school is geared toward consumers of all ages, ranging from students to older individuals with an interest in broadening their knowledge of British traditions ([see story](#)).

Live action

As a group, Condé Nast has developed a number of in-person events to generate interest in its publications and give facetime to its brands.

For instance, British Vogue drummed up interest in its festival with the announcement of fashionable speakers who found themselves in the headlines many times this past year.

John Galliano and Jean Paul Gaultier were among the designers to give talks at the fourth annual weekend-long event, presented in collaboration with retailer Harrods. The festival, held April 25-26, was designed to appeal to both fashion fans and insiders, with some career-centered classes, and these appearances by designers may have helped forge a link between a brand and a potential future employee ([see story](#)).

The festival gave attendees the opportunity to listen to international designers, photographers, models and writers in the fashion industry. The annual affair gives Vogue a chance to showcase top individuals in fashion and interact with readers on a more personal level ([see story](#)).

"Small publications like Tatler (circulation less than 85,000) are under tremendous pressure in the digital era," said Al Ries, founder and chairman of [Ries & Ries](#), a Roswell, GA-based marketing strategy consultancy. "PR is a more effective and less inexpensive circulation tactic than advertising.

"The live event could generate a significant amount of publicity for the magazine which should help its circulation efforts. [Events] will help circulation and readership, but the event itself also might be profitable," he said. "The school experts on the program are unlikely to receive any compensation for their appearances so Tatler's out-of-pocket expenses for the event are not going to be very high.

"Many trade publications in America run live events in order to promote circulation as well as increase profits. It's a trend that will continue for some time."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/Nh2r-ITXOaw>