



LA
FERIA DE LOS
COLEGIOS
DE MADRID

www.laferiadeloscolegios.com

 scholarum.es

**MAGISTERIO**

 **Siena**



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Scholarum.es is part of the Siena Group (**Grupo Siena**) dedicated to the sector of Education since 1866.

With the newspaper **Magisterio** at the front, Siena develops publications and provides services specialized in Education, working in thousands of schools and reaching teachers, families and the education community.

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El acceso más
confiable al sector
de la enseñanza.

MAGISTERIO

PADRES

escuela
infantil

What is it?

A meeting point between families with children searching for a school and education centers.

This is a space where schools and education centers can explain their educational project and mission to families searching for quality preparation.

It is a differentiation environment where you can meet face to face with the families and attend to their specific demands.

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How does it work?

One table, two chairs at each side and thousands of families interested in the schools.

- ▶ Each school will be provided with a 2-meter long table with two chairs at each side and a wall plug (socket)
- ▶ No need to invest in carpentry: we offer the practicality of the space to talk with the families
- ▶ The fair has set a supervised playing area for the children so the parents can fully focus and listen to your school's educational project

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Advertising Campaign

Social Media Plan with ads in Facebook.

We will contact all the schools the Group and Scholarum.es work with to inform the families about all the international schools participating in the fair

Advertising in Siena Group's own media (such Magisterio newspaper, Padres y Colegios magazine, etc.)

Telemarketing with international companies' HR department.

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Where and when?

The fair is celebrated at the moment of decision making, just a few days before the registration period begins in Madrid.

SÁBADO
24 FEBRERO
de 11.00 a 20.00 h

DOMINGO
25 FEBRERO
de 11.00 a 15.00 h

The fair will take place at "Museo del Ferrocarril", an iconic and historical place located right at the city center, a point of easy access for the families

All equipment and materials can be delivered to the location on Friday, February 23rd, from 15,00hrs to 20,00hrs or on Saturday, February 24th, before the start of the event

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Rate

Only price **1700 euros**

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