



BRITISH
BOARDING
SCHOOLS
NETWORK

Hosting a successful BBSW Fam Trip

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BBSN Team



Suzanne Rowse

Director

suzanne@britishboarding.com



Jayne Grigg

International Recruitment Advisor

jayne.grigg@britishboarding.com



Lisa Scott

Events Manager

lisa@britishboarding.com

Member Support Team: support@britishboarding.com



Feedback from Host School – March 2023 visit

“This September we opened with 170 new students and an awesome spread of nationalities. It’s has been a wonderful success, and I am grateful to you and the team for allowing us to include it in the BBSW fam trip schedule earlier this year.

That made a considerable difference.”

Director of Student Recruitment



Today's webinar will provide advice and suggestions to make your Fam Trip a success

- ▶ Who should take part?
- ▶ Preparation
- ▶ Format
- ▶ General Advice – Be remembered for all the right reasons
- ▶ Follow Up
- ▶ Feedback
- ▶ Q&A

A Fam Trip is not a competition between schools, but an opportunity to showcase your school.

Use your staff, facilities and students to 'promote' what you have and to reassure the Agents that you can meet the requirements of the students and parents.



Who should take part?

- ▶ Headmaster/mistress - Minimum is Meet & Greet and say Goodbye and ideally also the meal element of the visit
- ▶ Deputy Head pastoral
- ▶ A boarding houseparent from girls' and boys' houses
- ▶ Students – international and British boarders. Do any of the Agents have students with you currently (any year group)? Make sure they meet them.
- ▶ Teachers with international links, eg used to teach in Thailand
- ▶ EAL team
- ▶ Admissions team / External Relations
- ▶ Summer School staff (if applicable)



Who's who?

- ▶ Badge everyone so it is easy for all concerned to know who they are speaking to.
- ▶ Name labels for school staff in addition to usual lanyards (names/job titles)
- ▶ Agents will be wearing their BBSW lanyard and badges but they will expect to be signed in and have school badges



In advance of the visit

- ▶ Email Agents – to engage and clarify content of the visit.
- ▶ Let Agents know what they will be doing, seeing, who they will be meeting and any special items on itinerary.
- ▶ No smoking/no vaping campus.
- ▶ Photo/video policy but remember they are here to gain an impression of your school and take it away with them – they need content for social media so consider how you may be able to adapt your policy.
- ▶ Advise of relevant attire if the School and any options to participate so they can be pre-warned and be appropriately dressed (trip to the beach)...
- ▶ Give as much notice as possible to the Estates Manager so that grounds/buildings/planting is at its best.
- ▶ Make sure all the staff (teaching and non-teaching) understand the importance of the visit. Brief them fully - everybody is on show.



On arrival

- ▶ Housekeeping rules – make sure somebody goes through fire alarm instructions, location of toilets, regulations around taking photos of children (see below)
- ▶ Ensure transport knows where to pick up/drop off
- ▶ Clear Reception of anything that shouldn't be there and have badges/sign in ready for arrival - they need to see the process and security of the school.
- ▶ Be prepared to store luggage (if necessary)
- ▶ Photos – Remind them of your policy on taking photos/videos and let them know what they can do as they will want to use photos in their marketing – please provide photo opportunities for them.
- ▶ Remember to take photos of the Agents at your school, share on LinkedIn and # the Agent(s)



Let's begin....

► Welcome

- Presentation from Head/SLT so that each Agent hears from each member of staff otherwise “hit and miss” - show off your strong leadership team.
- Present information in context of what an agent needs to know about the school and how you support international students, show you understand and respect the agent's position (*relate to feedback form*)
- What is your Head's vision for the future of the school?
- How does your Pastoral Deputy, Boarding staff ensure international students are welcomed and settled?
- How does tracking and monitoring work so Agents know that their students will have somebody to help them and parents will receive relevant and regular feedback?



► Tour of the School

- By key staff and students (day and boarding)
- Split the tour into small groups so staff can mingle and talk en-route
- Ensure agents don't just end up talking to each other
- Umbrellas in case of rain
- Train your tour guides to do the tour you want them to do today!
- Show activities/classes with International Students
- Utilise everything you have ie chapel, lakes, amazing musicians, interactive exciting lessons
- Choose classes with teachers who will engage –
you know the ones who are just so passionate about their subject
- Don't forget Prep, if you have Prep boarding – go through Agent list in advance and establish if any are particularly interested in boarding
- Is there a School dog/cat?



► Tour of the Boarding Houses

- Boarding house staff to be involved in showcasing the houses
- Include the medical centre and nurse if possible.
- Ensure all social areas are neat and tidy
- Ensure guides know which bedrooms to show off and that they are neat and tidy (no unpacked suitcases, endless gadgets being charged, dirty laundry!)
- Bathrooms / Shower Rooms are important
- The posters/photos/signage in the houses can convey a lot of the culture/care/integration of international students. What about your weekend activities – do you have a board of photos?
- Rules and regulations – what keeps the boarding house ticking?
- Security and sign in/sign out system



► Food

- Meals/refreshments will be dependent on the time of the visit.
- Agents like to see where the students eat but not necessarily join them.
- If the meal is to be served in a private dining room then ask international students (relevant nationalities or from particular agents) to join the meal and put a couple per table. Staff to join them to chat.
- It is not necessary to overfeed them, a beautiful afternoon tea after an enormous lunch will not work but if you are on the last afternoon, it may be welcomed.
- Include local foods if possible and make lunch a lighter option to dinner.



Remember

- ▶ Don't keep them waiting – have a back-up if a member of staff or tour guide is late
- ▶ Provide opportunities for them to hear your musicians, watch your sportsmen/women – eg if not in lesson, include music at dinner
- ▶ Create extra-curricular activities and stage if necessary
- ▶ Give agents the opportunity to participate in a lesson – makes it memorable
- ▶ Fill the itinerary, this allows for less opportunity to go off piste!
- ▶ Refreshments – important to keep them fuelled.
- ▶ Build in time for toilet breaks especially if they have to walk a long way to facilities.
- ▶ Gifts - most will be flying so weight is critical - tea towels, fridge magnets, pens, USB etc
- ▶ Ensure they leave on time - respect for the next School
- ▶ Text the next school to let them know what time they left your school



Make sure they feel “loved” - not an imposition on your day.

***“People will forget what you said and did
but not how you made them feel.”***



Follow Up....

- ▶ Take lots of photos so you can post on social media and share through LinkedIn.
- ▶ Contact them individually to find out if they have any unanswered questions, need any further information etc.
- ▶ Send anything to them that was used, or referred to, on the day – Tracking and Monitoring Policy; Boarders' Induction programme; Speech given by the Head.
- ▶ Thank them for coming to visit
- ▶ Keep in contact with them eg 1 month later/January
- ▶ Ensure they receive your newsletters



Agent Feedback....

- ▶ All Agents will be sent a Feedback Form after they visit your school.
- ▶ Deadline dates to complete is 30 November
- ▶ We collate feedback so you receive a summary on your school – no agent names
- ▶ BBSN team available to discuss your feedback in the context of the trip without sharing details



The Questionnaire

- ▶ Covers these areas so consider how they will be showcased:
 - ▶ Location & Setting
 - ▶ Welcome by the School
 - ▶ Refreshments/meal/hospitality
 - ▶ Interactions & meetings with staff
 - ▶ Interactions & meetings with students/boarders
 - ▶ Pastoral care and wellbeing of boarders
 - ▶ Facilities – teaching, sport, performing arts
 - ▶ Accommodation
 - ▶ Evenings & Weekends – structure/activities
 - ▶ Meeting the needs of overseas students
 - ▶ Quality of the tour
 - ▶ Would they be happy to send students to the school
 - ▶ Comments



Example of feedback - March 2023 Fam Trip

Feedback from agents:

“Just a dream school. Everything was perfect from location to accommodation.”

“The school pays a lot of attention to the happiness of each student and at the same time has done a lot of support work for academic progress of students.”

“This is an excellent school that would be highly recommended to families.”

“The renovation of boarding is amazing – the rooms are beautiful, warm and cosy.”



Example of feedback - March 2023 Fam Trip

Feedback from agents:

“The care from the staff was evident – they really look after the international students and integrated them well.”

“Food was great”

“Amazing music and drama performance”

“Tour guides were super helpful, providing lots of info rather than just answering question.”



Example of feedback - March 2023 Fam Trip

“We are delighted to read such splendid feedback from the agents”

Headmaster



Event Itineraries

- ▶ Please send all final details to Lisa Scott by Wednesday 18 October
- ▶ Final itineraries and participant lists to be sent to agents by Monday 23 October
- ▶ Please note dietary requirements
- ▶ Whatsapp groups



Q&A



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