



What Fiona Bruce says...

"Teachers are often unsung heroes... and for the kids to see that their teachers have done something extraordinary and that has been recognised, and it is all about them - the children, I think it makes the teacher feel good, and look great and I think it makes the kids feel good about themselves as well."



When the winners come up to get their award, you can see how much it means to them... a child's education is so important and the teachers are the people that provide that, so to give something back to them is a lovely thing and I'm pleased to take part in that."

Maximise your branding and marketing with the prestigious annual School Travel Awards



The importance of school travel and learning outside the classroom in the education sector is recognised each year through the prestigious and highly regarded School Travel Awards, which are organised and supported by the market leading School Travel Organiser magazine.

The Awards feature 18 categories and an annual awards luncheon and presentation ceremony which takes place at the five star **Royal Garden Hotel in London, on Friday 13th November 2020**. A key factor in the success of the initiative is that readers of School Travel Organiser are fully involved both by voting and nominating, to help create Awards that are really meaningful to the recipients.

The Awards also offer our category partners who participate a low cost, high impact opportunity to reach the school travel market over a 10 month period, via a range of exciting branding platforms. For more information call **01908 613323** or email **sophie.k@yandellmedia.com**

The School Travel Awards and its annual luncheon remains the most important annual event of its kind and is, without doubt, the most prestigious and cost effective branding promotion with regular frequency you can obtain.

Over the period you will have exposure to thousands of high spending schools through the magazine plus many thousands visiting the online School Travel Organiser e-magazine edition, its website and the monthly e-newsletter.



How can we help you...

Sophie Kench of School Travel Organiser magazine is available to offer help and advice: "Highly professional and hugely enjoyable was the general consensus following the School Travel Awards lunch and presentation ceremony in 2019. With some of

the biggest names in school group travel involved you will be in great company should you come on-board and work with us as a partner. It would be my pleasure to help and assist in any way I can so please give me a call for more information. The last Awards programme was a complete sell out so don't delay, please contact me as soon as you can so we can discuss opportunities."

Tel: **01908 613323**
or email **sophie.k@yandellmedia.com**

The School Categories

My best school trip Award - Prize £1,500

The basis of this Award is that teachers ask pupils to write a review of a school trip and what they experienced, and what they felt was gained from the trip. The top three contributions by the pupils who went on the trip are selected by the teacher and sent to School Travel Organiser with an overview narrative supplied by the teacher, outlining what the objectives were and what was actually achieved, either in a single curriculum activity or cross-curriculum partnership.

Judging is carried out by a panel of experts based on a pre-set criteria. The winning school will receive a cash prize of £1,500 which can be used against a future school trip to be taken within 9 months of the Award being made. The trip will be featured as a case study in School Travel Organiser.

School Trip Champion Award - Prize £1,500

Nominations are received for outstanding teachers (or organisers) involved in learning outside the classroom which can be supplied from colleagues, venues, tour operators, professional bodies and others associated with school travel.

The winner receives a prize of £1,500 which will be given to the school that he / she works for, to contribute to a school trip which should be taken within 9 months of the Award. The trip will feature in School Travel Organiser magazine.



Plus Other Categories Available For Partnerships...

- **Best Heritage Venue**
- **Best Sporting Venue**
- **Best Theatre Production for Schools**
- **Best UK Destination or Attraction**
- **Best International Destination or Attraction**
- **Best Ski Resort**
- **Best Museum Visit**
- **Best Education Workshops**
- **Best Education / Learning Team of the Year**
- **Best Venue for STEM learning**
- **Best Geography Learning Experience**
- **Best Venue for English Learning**
- **Best Venue for History Learning**
- **Best Wildlife Attraction**
- **Best School Tour Operator**
- **Best Residential Provider**

The pre-lunch drinks reception is available for sponsorship.

For full information about the School Travel Awards and current partnership availability, or to book your participation, contact Sophie Kench now on 01908 613323 or e-mail sophie.k@yandellmedia.com



The next School Travel Awards lunch and presentation ceremony is on Friday 13th November 2020 at the Royal Garden Hotel, London.



As a category partner, you get all this . . .

- Free table for 8 persons at the prestigious Awards luncheon in November 2020 taking place at the Royal Garden Hotel, London.
- Your logo in every edition of School Travel Organiser - from February 2020 through to December 2020.
- Free page advert and full branding with logo in the 4-colour Awards Brochure sent out with School Travel Organiser magazine and published online.
- 12-month's coverage online in the Awards e-brochure which will link to your own website.
- Logo and branding in Awards 4-colour lunch menu.
- You, as a presenting partner of a category, will announce the winner and present the trophy and framed certificate on stage during the luncheon together with our VIP celebrity guest.
- Logo on voting forms and stationery and e-mail broadcasts.
- Logo included on the large video screens at the lunch during the rolling credits and when your individual category is announced.
- Your category partnership announced from the stage by the presenter.
- Inclusion in School Travel Organiser photographic round-up following the Awards lunch, pictured with the winner of the category you have supported.
- Inclusion in the website photographic review gallery which goes online shortly after the Awards ceremony.

To find out more and to see the film visit www.schooltravelorganiser.com/awards

Celebrity appearance subject to change.